April 29, 1969

Mr. John W. Macy, Jr.
President, Corporation for Public Broadcasting
1250 Connecticut Avenue, N, W. Suite 630
Washington, D.C. 20036

Dear Mr. Macy:

President Harley has forwarded to me a cppy of your April 22 letter approving our request for funds to relocate the facilities of the National Educational Radio Network. On behalf of the Board of Directors of National Educational Radio and its affiliated stations, I want to express our appreciation.

The terms proposed for the grant are satisfactory. I look forward to working with Don Quayle on this matter.

The timetable projected for the move appears feasible. Barring an unforseen emergency we should be operating in Washington, D.C. on or about July 2.

The grant provided by CPB marks the start of a new era for the National Educational Radio Network. We will do all that we can to improve our services for the educational radio stations affiliated with our organization.

Sincerely,

Robert A. Mott
Executive Director, NER

RAM/cb
cc: William G. Harley
Richard Estell

Xerox to Mr. Mott. Ext JAF

Corporation for Public Broadcasting
555 Madison Avenue
New York, N. Y. 10022
(212) 58[illegible]-2020

John W. Macy, Jr.
President

April 22, 1969

Mr. William G. Harley
President
NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
1346 Connecticut Avenue N.W.
Washington, D.C. 20036

Dear Bill:

It is with pleasure that I inform you that the Corporation has approved your request for funds to enable you to relocate the facilities for the National Educational Radio Network in Washington, D.C. This grant is made in response to the proposal submitted to the Corporation on January 23 by Robert Mott, Executive Director of National Educational Radio.

In the proposal Mr. Mott detailed the total costs to effect this relocation at $22,610. In further discussion with Mr. Mott, he indicated that he felt his cost estimates were accurate if indeed not conservative. We therefore will grant up to this amount and it is understood that if the total funds are not used during the grant period of July 1, 1969 through June 30, 1970, that the balance remaining will be returned to the Corporation. Since that is the case, I would suggest that these funds be maintained by you in a separate account.

On July 1, 1969 I will send to you the Corporation's check for the full amount of this grant. It is my understanding that this move of the duplication facilities can be accomplished during a period of June 24 through July 2nd of this year. If there is any change

in that projected time table, I would appreciate your notifying Don Quayle who will have staff responsibility for the administration for this project. In addition I would like to have periodic reports of this activity sent to Mr. Quayle on October 1, 1969, January 1, 1970 and a complete report together with financial details to be submitted no later than June 30, 1970.

We feel this move to Washington,D.C. to be consistent with the general direction that NER and the Corporation see for public radio. We encourage your efforts toward establishing a facility in Washington,D.C. which can better serve the radio stations of the country.

With kindest regards,

Sincerely yours,

John

John W. Macy

April 29, 1969

Mr. Vincent M. Badger
The College Radio Study
1384 Massachusetts Avenue
Cambridge, Massachusetts 02138

Dear Vin:

Sorry the NER staff was out of town when you were in Washington, I had planned to attend the IBS gathering until CPB called its meeting. Please let us know when you'll be in the city again. I'd like very much to talk with you about your study.

You asked for comments on the questionnaire, That's hardly proper now since you've circulated the document and the results are coming in--hence, no need to make any suggestions!

I think it is unfortunate that you sent the document to 350 stations licensed to colleges and universities. This seems to be a slight case of overkill--since campus radio can be pretty clearly defined as carrier currents plus 10 watters licensed to colleges and universities.

The flow of questionnaires to stations is unvelievable. In the past eight months, CPB has sent three such inquiries to stations (Miller, yours and the adult continuing education study). We've sent one and I know of at least two others--it's too much!

I hope you are correct---that a station manager can complete the survey in about a half an hour. I note it is nine pages long. That allows about three minutes per page. Few if any managers have all the information you request immediately available. I suspect they'll take more than one hour to complete your document--if they do it well.

Despite those negative comments, I think you are on the right track and the results you gather should be of interest.

I hope when you complete your study you'll be able to define the difference between a campus station and a

public radio station. That's what we need to know!

Let us hear from you next time you are coming to Washington. We can kick it around over lunch.

Sincerely,

Robert A. Mott
Executive Director, NER

RAM/cb

THE PUBLIC RADIO STUDY

College Study Director
Vincent M. Badger

1384 Massachusetts Avenue
Cambridge, Massachusetts 02138
(617) 864-0219

April 15, 1969

Mr. Robert A. Mott
Executive Director
National Educational Radio
1346 Connecticut Avenue, N.W.
Washington, D. C. 20036

Dear Mr. Mott:

I was sorry to have missed you and Cindy when I attended the IBS convention in Washington. I hoped to be able to go over the College Radio Study questionnaire with you then, but since the study started late, and the end of the school year is approaching, I have had to rush to get it in the mail as soon as possible. I am enclosing a few copies, and would like very much to hear your opinion of it.

I have sent the questionnaire to about 400 carrier-current and commercial college and university stations, and to about 350 noncommercial stations licensed to colleges and universities. I don't know what the final response will be, but today I received a first return of over fifty questionnaires. I hope it keeps up.

The IBS convention was sometimes confused, and even the officers agree that IBS is a shadowy and elusive entity. I gather this stems in large part from a very low budget. But I found the officers and members helpful and interested in the study, and am looking forward to working with them.

My plan is to supplement the questionnaire with interviews and other contacts with people in broadcasting and broadcast advertising, and anybody else who can help. I hope to be in touch with you very shortly, and perhaps I can manage to get to Washington again before June 15, my deadline.

Sincerely,

Vincent M Badger
Vincent M. Badger

VMB:dlb
Enclosures

An independent study under grants from
The Corporation for Public Broadcasting and The Ford Foundation

THE PUBLIC RADIO STUDY

College Study Director
Vincent M. Badger

1384 Massachusetts Avenue
Cambridge, Massachusetts 02138
(617) 864-0219

April 10, 1969

Dear Sir:

The Ford Foundation and the Corporation for Public Broadcasting are jointly sponsoring a study of college and university radio stations in the United States. This project has grown out of a recently completed investigation of noncommercial radio broadcasting by the Public Radio Study.

As you know, both the Corporation and the Foundation have a vital interest in the role of broadcasting in American life. Two aspects of college and university stations are of special interest in this study: their growing importance as influential voices to their audiences, and their status as training grounds for future leaders in broadcasting.

The attached questionnaire is the most important part of this study. We understand how staff and time problems can make answering questionnaires an unwelcome task to most stations. We have therefore tried to design this questionnaire to require as little time as possible. Its apparent length is deceiving: most questions are multiple choice. The questionnaire should not take more than half an hour or so to complete.

Your assistance is crucial to the success of the study. A good return will give the Corporation and the Foundation invaluable direction in funding and initiating projects, and in dealing with grant requests in this area. Both organizations are interested in defining a positive role for themselves in relation to college and university stations, but this cannot be done without your help.

If, in answering the questionnaire, you feel that any point requires more discussion than is possible in your response, please indicate this fact. We will make every effort to contact you, either in person or by phone.

Thank you for your contribution to this important effort.

Sincerely,

Vincent M Badger

Vincent M. Badger

An independent study under grants from
The Corporation for Public Broadcasting and The Ford Foundation

PUBLIC RADIO STUDY
QUESTIONNAIRE FOR
STUDENT STATIONS

College:

Address:

Enrollment: Resident enrollment:

Is college tax-supported? Church related?

Private? Is it a college or a university?

Is surrounding area urban ( ), suburban ( ) or rural ( ) ?

Is enrollment policy primarily oriented towards local community ( ),

local area ( ), state ( ), region (describe:),

or or whole country ( )?

Does college (university) have a closed circuit or carrier current radio station? Commercial ( ) Noncommercial ( )

Call letters: When started:

Does college have a general broadcast station?

Commercial ( ) Noncommercial ( ) AM ( ) FM ( )

AM & FM ( ) Power: Call letters:

When started: Any recent power changes?

Is station an extracurricular student activity? Part of an academic department?(specify)

Part of service division? (specify)

Separate entity in system? Substantially independent of administration?

If station's position needs clarification, please use space below to do so:

What is station's annual operating budget?

Does this include all salaries? (If not, can you estimate salary and partial salary amount?)

Include heat and rent? Estimate of this amount?

Can you estimate total capital investment in station(s) to date?

What amount of budget generally comes from each of the following sources?

Advertising on air

Other advertising (e.g. publications)

Student activities fund

Part of academic department budget

Part of service division budget

Separate item in general budget

Regular grants from nonprofit organizations

Listener contributions

Fund raising activities

Other (specify)

Has budget varied widely in last few years? To whom does station submit its own budget for approval?

Has station made major capital improvements in last five years? Cost and description:

Are any planned?

Would source of funds for capital expansion be the same as normal operating budget ( ) or a special appropriation ( )?

Is an appropriation for major capital expansion likely to be approved?

Number of permanent professional staff: full time at radio station ( ), part time ( ). What is position of non-student manager or supervisor in university structure? (indicate department or division)

If none. indicate: ( )

What is status of manager of day-to-day operations? Same as above ( ), student ( ), faculty (what department), service or administration staff(specify division), other (specify).

How many students work on station?

How many work more than 4 hours a week? 10 hours: 25 hours:

How many student officers are there?

Which of the following describes purposes of station?
(If possible, please number in order of importance):

Student training facility

Student extracurricular activity

Public relations facility

Service to campus community

Entertainment for campus community

Service to discriminating audience

Service to disadvantaged audience

Entertainment for general audience

The above is clearly a rough framework, to be used only for general statistical purposes. Could you give below a brief statement of your station's goals and functions, mentioning anything you consider unique or of interest? Please use more space if you wish.

Station format: check those elements which make up significant part of format, indicating hours or percentages if possible, or indicating whether an item is major or minor.

Classical music

Middle-of-the-road music

Rock and roll (top forty)

Progressive rock

Long news programs

Short news programs

Cultural programs (nonmusical)

Public Affairs

Instructional programming

Sports events

NER, BFA, IBS and other syndicated material

Locally produced nonmusical shows (excluding live sports)

Live remote productions

Phone-in shows

Other (specify)

Who normally makes final decisions on programming?

Of student staff, how many are paid? receive tuition allowance or work under scholarship arrangement or work-study program? receive course credit? Are purely volunteer?

Receive other compensation (specify)?

Is there a broadcasting major at college? How many students in it? How many courses in broadcasting arts?

List courses for which a student can receive credit by work on station:

Of present staff, how would you estimate breakdown among majors:

Engineering

Humanities and other sciences

Social sciences

Dramatic and creative arts

Broadcasting and communication arts (except journalism)

Journalism

On the left of each item in the list below, estimate the percentage of staff time devoted to each activity:

Broadcasting training

Announcing (except news and sports)

News preparation and announcing

Sports announcing

Live local production (except sports and record shows)

Production of tapes

Documentary production

Selling advertising and other business

Supervision, program policy, staff organization

Publications and publicity

On the right of each item above, estimate where appropriate the number of students who specialize in each activity.

Does station have a news wire? What other regular news sources?

A reporting staff? Portable tape recorders? Any live feeds? Where?

Remote units? Beeper phones?

Facilities for dramatic presentations?

How many studios? Stereo equipment?

How many third class engineers on student staff?

How many first class? Does station regularly train people for first class licenses? For third class?

How many people are the usual minimum for station operation?

Does college operate any television facilities? for student training?

In the last four years, how many staff members do you estimate have gone

to graduate school in broadcasting

to graduate school in broadcast journalism

to work in commercial radio

to work in noncommercial radio

to work in commercial television

to work in noncommercial television

to work in broadcast advertising

Of present staff, how many are planning a career in broadcasting?

commercial television

commercial radio

noncommercial television

noncommercial radio

broadcast advertising

How many of present staff are currently working part time for local commercial stations?

How does student staff break down by class:

Freshmen ( ), Sophomores ( ), Juniors ( ), Seniors ( )

Other (specify).

If station is extracurricular activity, what are station's chief competitors for staff recruitment?

What rank would you give station in popularity among these competitors?

Do students often leave station as juniors and seniors to work for local stations?

Could you suggest any recent alumni of your station, now in broadcasting, whom we might contact for further research in this study?

Name: _____
(Please Print)

Position: _____

Phone number: _____

April 21, 1969

Mr. Donald Quayle
Director of Network Affairs
Corporation for Public Broadcasting
555 Madison Avenue
New York, New York 10022

Dear Don:

The Corporation's Monday Memo dated April 18 invites reaction to the transmission of sports events on national interconnection.

It strikes me as a misalignment of priorities to discuss such programming when there are unfilled needs in critical programming.

Long range, I would not be opposed to the broadcasting by radio and TV of certain sports events. To do so now would be premature.

Interconnection of radio stations for news and public affairs programming (and a variety of others) should be higher on CPB's priority listing.

Sincerely,

Robert A. Mott
Executive Director, NER

RAM/cb
cc: Richard Estell
William Harley

Corporation for Public Broadcasting
555 Madison Avenue
New York, N. Y. 10022
(212) 582-2020

April 18, 1969

Mr. Steven A. Bookshester
United States National
Student Association
2115 S. Street, N.W.
Washington, D. C. 20008

Dear Mr. Bookshester:

This letter is in response to your proposal for a New Program of Radio Production to Serve Needs in Higher Education and Community Development dated February 24, 1969.

I regret that we are not able to fund this proposal. There are many good ideas in the proposal that you have developed and you are to be commended for the effort, which you have made in thinking through some of these problems and for your concern for the subject matter and the audience you intend to reach. We are not, however, prepared to move ahead on the recommendations you have made to us.

We would encourage the National Student Association to pursue some of the possibilities outlined in your proposal and would suggest that you discuss this matter with Mr. Robert Mott, Executive Director of National Educational Radio. Mr. Mott's office is located at 1346 Connecticut Ave. N.W. in Washington D. C. and you can reach him at 667-6000. Mr. Mott is directly responsible for the operation of the National Educational Radio Network and working through his organization would be the most effective means of distributing programming to public radio stations today. I'm sure Mr. Mott will be happy to discuss these matters with you and explore the possibilities that might exist for implementation for some of the ideas you suggest.

Sincerely yours,

Donald R. Quayle

Donald R. Quayle
Director of Network Affairs

DRQ/jms

April 8, 1969

Mr. Robert D. Swezey
Corporation for Public Broadcasting
1250 Connecticut Avenue, N.W.
Washington, D.C. 20036

Dear Mr. Swezey:

Belatedly I am expressing my personal appreciation and that of the Board of Directors of National Educational Radio for the March 20-21 meeting of the Radio Advisory Committee.

The reaction I've received to the meeting--from a majority of the members of the committee--has been affirmative.

I have written President Macy indicating some matters that the Corporation might wish to consider as discussions of radio continue.

As we agreed, the recommendations in Sam Holt's Public Radio Study should, in the main, be implemented. On those points where there was lack of agreement, further discussion should be held.

Again, on behalf of NER, thanks for appointing the committee and conducting the initial meeting.

Sincerely,

Robert A. Mott
Executive Director, NER

RAM/cb

April 8, 1969

Mr. Donald Quayle
General Consultant
Corporation for Public Broadcasting
555 Madison Avenue
New York, New York 10022

Dear Don:

I have been remiss in not extending thanks and appreciation for the CPB Radio Advisory Committee meeting held March 20-21.

As you know, I think the advisory committee idea is sound---I'm delighted with the make-up of the group---and I believe the initial discussions were beneficial. The reaction I have gotten leads to the conclusion that the radio people are exceptionally pleased with the actions CPB is taking relating to radio.

I have written President Macy my comments on the advisory meeting and suggested some matters that may merit Corporation review and action.

Again, my personal thanks and that of the Board of Directors of National Educational Radio for hosting the meeting---including the two pots of coffee CPB bought for NER late Firday afternoon!

Cordially,

Robert A. Mott
Executive Director, NER

RAM/cb

April 8, 1969

Mr. John W. Macy, Jr.
President, Corporation for Public Broadcasting
1250 Connecticut Avenue, N.W.
Washington, D.C. 20036

Dear Mr. Macy:

Reaction to the March 20-21 meeting of the CPB Radio Advisory committee has been affirmative. On behalf of the National Educational Radio Board of Directors, I am writing to express appreciation for establishing the committee and for bringing the group together so that those actively engaged in the management of educational radio stations might assist CPB as it develops plans for educational radio.

Bob Swezey and Don Quayle are to be commended for the excellent fashion in which the sessions were handled. The free and frank exchange of information was, I assume, helpful to the corporation staff.

Though the nature of the meeting was essentially exploratory, it seems to me that some tentative directions were indicated. Some items the corporation might consider would include:

1. The identification of a person who would serve as CPB's staff representative for educational radio.

2. The activation of a radio news and public affairs bureau in Washington, D.C.. Such a bureau could be joined with a television service.

3. The development of facilities providing for live interconnected radio broadcasts on a daily basis.

4. A precise identification of a 'public' radio station. Until public radio is adequately defined, the Corporation is faced with the task of supporting all stations in equal fashion. This appears impractical.

There are, of course, other recommendations in the Public Radio Study that should, in time, be implemented.

Now that an exploratory meeting has been held and the Corporation staff has the view of radio station managers, establishment of a set of priorities and a plan of development for educational radio is in order.

Again, National Educational Radio appreciates the CPB efforts---particularly the beginning of discussions that will lead to the accomplishment of the tasks we face.

Sincerely,

Robert A. Mott
Executive Director, NER

RAM/cb
cc: William G. Harley
Richard Estell

April 9, 1969

Mr. Jack Summerfield
Larchmont Acres 524 A
Larchmont, New York 10538

Dear Jack:

Does Bob Swezey know that you visited NAEB and that we discussed the topic we did? I have given no indication to anyone that we've met or talked in recent days but Swezey seemed more aware of our actions than I'd prefer. How should I play it?

Real reason for writing: I'm told that you have good rapport with Mrs. Armstrong of the FM Armstrongs. Recently she gave $10,000 to NAFMB- and that gives me an idea. Especially since NAFMB now says that they should disband and be absorbed by 'regular' NAB.

If we pulled a proposal together, could you lead us to a point of discussion--presentation--grant with Mrs. Armstrong?

Sincerely,

Robert A. Mott
Executive Director, NER

RAM/cb

April 3, 1969

Mrs. Anthony C. Blasi, Chairman
Essex County Cultural & Heritage Commission
Hall of Records - Room 558
Newark, New Jersey 07102

Dear Mrs. Blasi:

By copy of his March 17 letter to you, CPB President John Macy indicated that I would forward appropriate information to New Jersey ETV and radio stations concerning the Cultural and Heritage Commission established in your state.

In discussing this with a member of the Corporation staff, it was felt that it might be more appropriate for this office to supply you with a listing of the New Jersey ETV and radio stations thus permitting you to make your own distribution of materials---of to develop whatever contact you wish.

I would suppose that a Cultural and Heritage Commission for each county in New Jersey would want to work with educational broadcasting stations in the development of public service spot announcements and programs. Certainly, the stations could be utilized to publicize that activation of the commissions and to report to the public their accomplishments and plans.

I would imagine that some of the commissions might want to develop programs or series related to the state's cultural growth and development as well as its great historical heritage. Educational stations should be interested in carrying such programs if they are professionally produced.

There are no ETVsstations licensed in New Jersey but the list of educational radio stations is attached.

Very truly yours,

Robert A. Mott

Encl.

Corporation for Public Broadcasting
Suite 630
1250 Connecticut Avenue, N. W.
Washington, D. C. 20036

(202) 223-2228-9

John W. Macy, Jr.
President

17 March 1969

Mrs. Anthony C. Blasi, Chairman
Essex County Cultural & Heritage Commission
Hall of Records - Room 558
Newark, New Jersey 07102

Dear Mrs. Blasi:

Thank you for your letter of February 27 with its enclosures. This is a matter which I think is of particular interest to the local non-commercial radio and TV stations in New Jersey, each of which should be apprised of the organization of the Cultural and Heritage Commission within its area.

In the circumstances I am referring your letter to Mr. Robert Mott, Executive Director, National Educational Radio, requesting him to forward appropriate information to the New Jersey stations.

Thank you very much for writing us. With every good wish,

Sincerely yours,

John W. Macy, Jr.
President

CC: Mr. Robert Mott

NH

ESSEX COUNTY CULTURAL & HERITAGE COMMISSION
HALL OF RECORDS - ROOM 558
NEWARK, NEW JERSEY 07102

TELEPHONE
642-7800 EXT. 247

Mrs. Anthony C. Blasi
Chairman
R. Bruce Ritson
Vice-Chairman

Robert A. Carpiano
Mahlon L. Fast
W. Elmer Johnson

February 27, 1969.

John H. Macy, Jr., President,
Corp. of Public Broadcasting,
545 Madison Avenue,
New York, N. Y.

Dear Mr. Macy:

I recently had the pleasure of viewing both you and your Chairman of the Board, Mr. Frank Pace, being interviewed by Edward Newman on the TODAY Show. The discussion was of great interest to me because of my recent appointment to the Essex County Cultural & Heritage Commission.

We have been chosen by the Board of Freeholders of Essex County as proposed by the State legislation under Assembly Bill #20, copy of which I enclose. We are extending a public service and it is our main job to make the public aware of, get them to become involved in, and help them to enjoy all the cultural and heritage activities existing in our County.

Your statement regarding local govenment involvement, led me to write you and ask how as a govenment agency we can be useful to a service such as yours. How would an agency such as yours coordinate with a local government group and what was your reason for making your statement.

We would be most grateful for any and all considerations extended to us. A cultural and heritage commission is to be set up in every county in New Jersey and we have just been in existence since November, 1968. We feel through the assistance of all public medias, such as radio, TV, newspapers, magazines, public involvement in municipalities there is much we can accomplish.

Thank you for allowing me this time in your busy schedule, but we are sincerely interested in doing a thorough job and only by pursuing all avenues, can this be done. Looking forward to hearing from.

Most sincerely,

Mazie Blasi

(Mrs.) Anthony C. Blasi, Chairman,
Essex County Cultural & Heritage Commission

cb: mab
enc.

CHAPTER 31 LAWS OF N. J. 1968
APPROVED 5-6-68

ASSEMBLY, No. 120

STATE OF NEW JERSEY

INTRODUCED JANUARY 22, 1968

By Assemblymen PARKER, W. L. SMITH, BROWN, MABIE and HORN

Referred to Committee on County and Municipal Government

AN ACT authorizing boards of chosen freeholders to create county heritage commissions and prescribing the membership, powers and duties of such commissions.

BE IT ENACTED *by the Senate and General Assembly of the State of New Jersey:*

1. The board of chosen freeholders of any county is authorized to create, by resolution, a county heritage commission to be composed of 5 residents of the county to be appointed by the board for terms of 5 years, except that of the members first appointed one member shall be appointed for a term of 1 year, and one member each for terms of 2, 3, 4 and 5 years. Vacancies shall be filled in the same manner for the unexpired term. The members shall serve without compensation but with the consent of the board they may be reimbursed for expenses incurred in the performance of their duties as members of the commission.

2. The commission shall organize as soon as may be following appointment of its members, and annually thereafter, by election of a chairman from among its members.

3. A county heritage commission shall be responsible for the development of county programs to promote public interest in local and county history and with the approval of the board, and within the limits of funds appropriated or otherwise made available to it, undertake the restoration, operation, maintenance and preservation of real property acquired by the county pursuant to Revised Statutes 40:32-6 or otherwise.

4. The commission, as from time to time authorized by the board, may establish museum and cultural programs, exhibits and displays including the fine and performing arts, engage in archaeological, genealogical and historic research, publish reports and

engage in such related activities to promote and develop public interest and understanding of historic and cultural matters.

5. The board is authorized to include funds for the work of the commission in its annual budget and to make appropriations to the commission therefor.

6. This act shall take effect immediately.

N E W S
from
Corporation for Public Broadcasting
555 Madison Avenue
New York, New York 10022
(212) 582-2020
(J. C. Dine)

FOR RELEASE

TUESDAY, MARCH 25, 1969

CORPORATION FOR PUBLIC BROADCASTING TO EXAMINE PUBLIC BROADCASTING IN CONTINUING EDUCATION

New York, March 24 - The contribution that public radio and television broadcasting can make in expanding educational opportunity for the nation's adults is the central concern of a special study being undertaken for the Corporation for Public Broadcasting, John W. Macy, Jr., CPB President, announced today. The study, to be completed in early September, will be conducted for the Corporation by the National Instructional Television Center (NITC).

(MORE)

"We are pleased to begin exploration of broadcasting in continuing education," Mr. Macy said, "as it is an area of great importance and promise. We are confident that the successful experience of NITC in conducting similar investigations in other educational areas will produce a study leading to the more effective involvement of public broadcasting in continuing education. While we recognize that action in this area is urgently needed, we want to establish a sound basis for future efforts by the Corporation. This study will investigate existing programs and make judgments concerned with their development, broadcast and effect."

The Corporation for Public Broadcasting is an independent, nonprofit Corporation established under the Public Broadcasting Act of 1967. It is financed by both Federal funds and private contributions to help develop public radio and television broadcasting through program and station support and establishment of interconnection systems.

(MORE)

Edwin G. Cohen, Executive Director of NITC, who is to supervise the study, said, "Not enough is known about the uses and potentials of broadcasting in continuing education. However, there are indications that television and radio, wisely used, can greatly strengthen continuing education. In addition to its systematic review of existing programming, we anticipate this study will provide fresh insights into the educational needs of adults and young adults, will suggest priorities for public broadcasting and will reveal strategies for further activity."

Throughout the study, NITC will work closely with the Educational Television Stations Program Service (ETS/PS) and the National Educational Radio Network of the National Association of Educational Broadcasters. Like NITC, ETS/PS is based on the campus of Indiana University, Bloomington, Indiana.

(END)

March 19, 1969

Mr. David C. Stewart
Director of Special Projects
Corporation for Public Broadcasting
1250 Connecticut Avenue, N. W.
Suite 630
Washington, D. C. 20036

Dear Mr. Stewart:

Enclosed is a copy of the annual NAEB Directory and Yearbook of Educational Broadcasting which includes a complete listing of all educational radio and television stations in the United States.

Earlier we supplied the Corporation with a mailing list of educational radio stations. In our office we have a complete list of these stations on address-o-graph mailing plates. If it would be helpful, we will be happy to run a set of these addresses for you.

Sincerely,

Lucinda K. Landreth
Administrative Assistant

Enclosure

March 19, 1969

Mr. Martin Palmer
General Manager
Pacific Broadcasting System
4108 N. W. Fruit Valley Road
Vancouver, Washington 98660

Dear Mr. Palmer:

Your letter dated February 29 to the Corporation for Public Broadcasting has been responded to by an official of the Corporation. In addition, accopy of the correspondence was routed to me for comment.

National Educational Radio is currently the principal distributor of programs to educational radio stations in the United States. Our experience indicates that few stations are interested in the type service you provide.

In addition, the programs you listed are generally available through a variety of means at limited cost.

While the final decision is the Corporation's, my judgment is that there would be little support from non-commercial stations to your proposed program service.

Sincerely,

Robert A. Mott

RAM:lkl
cc: Robert D. Swezey

Corporation for Public Broadcasting
Suite 630
1250 Connecticut Avenue, N. W.
Washington, D. C. 20036
(202) 223-2228-9

John W. Macy, Jr.
President

17 March 1969

Mr. Martin Palmer
General Manager
Pacific Broadcasting System
4108 N. W. Fruit Valley Road
Vancouver, Wash. 98660

Dear Mr. Palmer:

Thank you for your letter of February 29. I have taken the liberty of referring it to Mr. Robert Mott, Executive Director, National Educational Radio, with the suggestion that he consider it in the light of the importance of monitoring service to non-commercial radio stations.

The applications for program assistance by the Corporation ordinarily come to it from the non-commercial stations requiring such asssistance. You will hear further from Mr. Mott, or from us, as soon as he has had an opportunity to consider your letter.

With every good wish,

Sincerely yours,

Robert D. Swezey
Secretary-Treasurer

cc: Mr. Robert Mott

PACIFIC BROADCASTING SYSTEM
4103 N.W. Fruit Valley Road
Vancouver, Washington, 98660.
Phone: 206 -- 693-0590.

Overseas Monitoring Station
February 29, 1969

Corporation for Public Broadcasting
1250 Connecticut Ave., N.W.
Washington, D.C.

Subject: Grants for Radio News Program Distribution.

Gentlemen:

Our organization has been trying to supply an answer to the international news credibility gap by making available to domestic stations the English language news and commentary broadcasts originating in the short-wave services of foreign countries.

We have been very successful in expediting the necessary approvals, record keeping, etc. requirements from the overseas broadcasting organizations.

In the domestic broadcasting systems, the non-network, small usually daytime only stations most often in sub-urban areas and the educational stations in the metropolitan areas or "college towns" are most interested in our pickup services.

Unfortunately, most of such stations are unable to afford the cost of line charges between our monitoring station location and their station locations. At this point, one of the stations serving the seattle-Tacoma-Everett, Wash. area advised us that your agency sometimes made grants to assist in distributing worth while public affairs programs.

The three programs of greatest interest at the present time are:
(a.) 8 AM Pac. Std. Time: 9 min. Hard-News & Actuallity Program from the BBC-London, daily.
(b.) 9:10 AM Pac.Std.Time: Commentary, 5 min. on a World Affairs Topic by a non-governmental, non-press expert.
(c.) 6:50 PM Pac. Std. Time: "Asian News", 10 min. from Japan Broadcasting Corp., Tokyo, Japan.

We would be greatly interested in knowing if your organization is in a position to over grants to assist in meeting the costs of distribution of such programs.

Yours very truly,

PACIFIC BROADCASTING SYSTEM

Martin Palmer

Martin Palmer, Gen.Mgr.

MP;lm

March 18, 1969

Mr. Robert D. B. Carlisle
Director of Program Development
Corporation for Public Broadcasting
555 Madison Avenue
New York, New York 10022

Dear Bob:

I was asked by personnel at WNYE to prepare brief comments on the CPB grant to NERN.

The tape is enclosed along with timing, cues and text.

My instructions were to forward the tape to you when ready.

Sincerely,

Robert A. Mott

RAM:lkl
Enclosures

Mott comments on Corporation grant to
National Educational Radio Network

Recorded at 7½ inches per second on March 14, 1969
Total Time: 2:25 with :30 dead tape lead in

Text:

The grant of $65,000 made by the Corporation for Public Broadcasting to support the activities of the National Educational Radio Network will be utilized in three general ways.

A major amount of the grant, about $35,000, will be expended for program acquisition and development. Programming is the backbone of educational radio broadcasting and our plan is to increase the quality of programs being produced -- and to make a modest increase in the hours of program service available to NER stations.

We expect to acquire some programs by direct purchase. Several possibilities are currently being studied. We expect to develop certain programs or series by determining the needs and desires of the station program directors -- then commissioning the production staffs of member stations to create the programs and series.

NERN does <u>not</u> have the staff or the production facilities to prepare programs -- therefore, we will assign this task to others -- perhaps someday we will have the people and the electronic tools to create, develop, produce and distribute programs.

Some of the grant funds will be used to employ additional personnel. If we are to increase distribution we must enlarge our staff somewhat. Be adding one or two individuals to the network staff, we should improve the efficiency and competency of the organization. Personnel funds will total about 20,000 dollars.

Finally, we will use a share of the money -- less than 10 thousand dollars to purchase a stock of audio tape. Currently the network has a large tape pool. Our plan is to purchase tape stock on 10 inch reels and all future music programs will be distributed on the larger reels -- thus eliminating a variety of production problems both at the network headquarters and in the individual stations.

The grant was made available to NERN for utilization in calendar 1969.

We expect to expend the first funds for tape acquisition sometime in July -- we anticipate employing personnel as needed about September 1 -- and we have already begun the process of program acquisition and development. It is our plan to have programs and series in distribution to stations on or before October 1.

Thus the benefits of the $65,000 CPB grant to NERN will be realized in the last quarter of 1969. We are confident that educational radio stations will be pleased with the new programs that will be made available to them.

Fig

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

1346 CONNECTICUT AVENUE · WASHINGTON, D. C. 20036

March 14, 1969

OFFICE
OF THE PRESIDENT

Mr. John W. Macy, Jr.
President
Corporation for Public Broadcasting
1250 Connecticut Ave. N.W.
Washington, D. C. 20036

Dear John:

We do not know what plans may have been made for publication of the radio study that has been undertaken by Samuel Holt, but on the chance that a decision has not been made, NAEB would like to serve as the publisher of the full report.

Our staff feels that a special issue of the Educational Broadcasting Review would be especially appropriate. The EBR goes regularly to nearly 3,000 individuals in educational broadcasting, to all the educational television and radio stations, to over 400 libraries, to a large number of Washington-based associations and organizations, and to many departments and agencies of the federal government.

Under Mr. Holt's general editorship, we should be pleased to use the Educational Broadcasting Review as the central distribution effort, with additional copies made available to any beyond the regular subscribers who may wish to have them.

Inasmuch as the report has not yet been put into final draft, we do not know what the exact printing costs would be. Our present issues, which number approximately 72 pages are printed and distributed for about $4,000.

If I can provide any additional information about the EBR, or, if you feel some other format would be suitable, we will be pleased to discuss this further.

Sincerely,

William G. Harley

WGH:bb

cc: Mr. Fred W. Friendly
bcc. R. Hull, A. Koenig, R. Mott

March 13, 1969

Mr. John W. Macy, Jr.
President, Corporation for Public Broadcasting
1250 Connecticut Avenue, N. W.
Suite 630
Washington, D. C. 20036

Dear Mr. Macy:

Don Quayle of your staff made two excellent presentations on behalf of the Corporation for Public Broadcasting at the Western Radio and Television Association Conference in Seattle, on February 27 and 28.

His Friday morning report to the full convention was exceptionally well prepared and provided detailed information of major interest to the radio and television station managers and their staffs.

Previously, Don had met with about 25 radio station managers from the thirteen western states in an informal session to report on radio. The reaction to this presentation was highly complimentary.

Many of the radio station managers were absent from the NAEB Convention in Washington, D. C., in November, 1968. Thus, for them it was their first opportunity to hear a member of the Corporation staff comment on educational radio.

There has been a feeling that CPB activity in public radio has lagged behind public television. Those who understand realize that, if this is the case, it results from the decision to engage in the two public radio studies (the Miller research and the Samuel Holt project) that are now completed.

Don did a superior job of updating CPB's radio role and of projecting future activities. I know the radio personnel attending WRTA were pleased.

Sincerely,

Robert A. Mott

RAM:lkl
cc: William G. Harley

UNIVERSITY OF WASHINGTON

MEMORANDUM

WRITE IT • DATE IT • SIGN IT

RECEIVED
MAR 17 1969
NAT'L EDUCATIONAL RADIO

TO: Bob Mott

DATE: March 12, 1969

Transmitted for your

- ☐ APPROVAL
- ☐ DISPOSITION
- ☒ INFORMATION
- ☐ COMMENT
- ☐ REPLY (Return information copy)
- ☐ FILES
- ☐ PLEASE RETURN

Message, Comment, or Reply

Bob -

I meant to send you copies of these 2 letters FYI a week ago. Since I find there are extra copies still here, I suspect I did not. They'll fit your round file as well as mine either way.

K

U.W. Form 400

ORDER FROM CENTRAL STORES

March 4, 1969

Mr. John W. Macy, Jr., President
Corporation for Public Broadcasting
1250 Connecticut Avenue, N.W., Suite 630
Washington, D.C. 20036

Dear Mr. Macy:

This note is to express appreciation to you and to the Corporation for Public Broadcasting for an outstanding contribution to the success of last week's annual Western Radio-Television Association convention in Seattle.

Consultant Donald Quayle delivered two brilliant presentations at the meetings. One, "Radio and the CPB," was primarily for the radio members present. The other, "The Public Broadcasting Corporation," was a general session with the several hundred registrants in attendance. Audience reaction was enthusiastic in both instances.

In addition, Don was available for individual and small group conferences through his entire stay in Seattle.

In writing this note, I know that I reflect the views of all those in attendance at WRTA when I reiterate our thanks to the CPB.

Sincerely,

Ken Kager
Radio Member
WRTA Planning Committee

KK:ml

March 4, 1969

Mr. Raymond Stanley
Educational Broadcasting Facilities Program
United States Office of Education
ROB No. 3
Seventh and "D" Streets, S.W.
Washington, D.C. 20202

Dear Ray:

I want to thank you for your splendid support of, and cooperation with, the recent Western Radio-Television Association annual convention in Seattle. The two fine staff members provided by your office added immeasurably to the benefits received at the convention by all radio members present.

Both Donald Trapp and Kenneth Dewire were enthusiastically received at their formal agenda session, and both patiently considered individual questions throughout the period they were in Seattle.

In expressing appreciation to you and to them for their contributions, I know I am reflecting the feelings of the many radio-oriented people present at the WRTA.

Sincerely,

Ken Kager
Radio Member
WRTA Planning Committee

KK:ml

N E W S
from
Corporation for Public Broadcasting
555 Madison Avenue
New York, New York 10022
(212) 582-2020
(J. C. Dine)

CORPORATION FOR PUBLIC BROADCASTING
NAMES WILLIAM E. DUKE
DIRECTOR OF NATIONAL AFFAIRS

FOR RELEASE

THURSDAY, MARCH 6, 1969

New York, March 5 -- John W. Macy, Jr., President of the Corporation for Public Broadcasting, today announced the appointment of William E. Duke, Executive Assistant to Senator Jacob K. Javits of New York, and former Washington newspaperman, as the Corporation's Director of National Affairs.

The Corporation for Public Broadcasting is a nonprofit agency, organized under Title II of the Public Broadcasting Act of 1967 to help fund and coordinate public radio and television broadcasting in the United States.

In his new post, Mr. Duke will work with Mr. Macy and the Corporation management to help focus national attention on the needs and potential of public broadcasting. He will be based in Washington.

(MORE)

In addition to serving as Senator Javits' Press Secretary since 1963, Mr. Duke produced a semi-monthly television program for New York State stations, and he also specialized in communications matters in Congress.

Long an advocate of public broadcasting, he assisted in formulating Senator Javits' role in hearings and debates on the Public Broadcasting Act of 1967. He also provided staff support for the Senator in connection with proposals for a Western hemisphere communications satellite system, the selective televising of Senate debates and for a system of uniform poll closings to allow unrestricted use of computerized election returns by radio and television networks.

Since 1967, Mr. Duke has also been administrator of Senator Javits' Washington Office. From 1961 to 1963 he was a political and state government reporter for the Washington Evening Star, and covered major state government stories on assignment for WMAL, Washington. From 1958 to 1961 he was a political reporter and city editor of the Middletown, New York, Times Herald-Record, which was then an experimental all-offset daily which received several major awards for editorial coverage and typography.

(MORE)

After serving two years as a reporter and feature writer for the Gloversville, New York, Leader-Herald, Mr. Duke entered the U.S. Air Force and was one of the officers in charge of radar surveillance of the Berlin corridor.

He has been active in a number of political campaigns since 1964 and has written articles for a variety of Washington and New York publications.

A native of Brooklyn, New York, Mr. Duke attended La Salle Academy in New York City where he was president of the student body. He attended Fordham University, where he majored in American Civilization, was managing editor of the undergraduate weekly, and was designated outstanding Air Force ROTC graduate in 1954. While in college, he was a resident house father at the Lieutenant Joseph P. Kennedy Home for Dependent Children in the Bronx.

Mr. Duke is married to the former Thelma Lewis of New York City. They have three sons, William E., Jr., Jeffrey W. and Michael R. Their home is in Bethesda, Maryland.

(END)

March 3, 1969

MEMORANDUM

TO : Bob Mott

FROM: James Fellows

More on the Sam Holt/CPB/Ford Radio Study: I support your feeling that decision on its distribution (that is, by us) should await your seeing a review copy.

I am inclined to think that our criteria for determining whether we wish to get involved in distributing it should be whether it is a good or a bad study - not whether it is favorable or unfavorable. Any one of us could write a study about radio that, with the facts at hand, could turn out to be favorable or unfavorable. How Holt has used the facts is a matter of considerable concern to the radio broadcasters in our group, and I would strongly urge that this study not be kept as a house study for a privileged few.

At a time when so much need exists for intelligent thought on all the topics we are asked to cope with as a profession, I think we should resist all efforts to withhold from the rank-and-file educational broadcaster those things that will encourage him to think about his craft. It is an occupational hazard for the Washington set to treat studies like this in a secretive and exlusive manner; the Title III study is being played close to the chest; unauthorized eyes may never see the report of the Telecommunications Task Force; the papers prepared for the Carnegie Commission are hid somewhere, etc. If such behavior gives a few people a sense of status, that seems to me its only value, and its not worth it.

I hope that we'll be able to do something to liberate the radio studies so their analyses and perceptions - right or wrong - can be professionally shared with those who should have them.

-JAF

JAF:cq

cc: William Harley

CONTACT	CALL LETTERS	LOCATION
Jack Burke	KSAC	Manhattan, Kansas
Edwin Burrows	WUOM-FM	Ann Arbor, Michigan
Martin Busch	KUSD	Vermillion, S. Dak.
Myron Curry	KFJM	Grand Forks, N. Dak.
Richard Estell	WKAR-AM-FM	East Lansing, Mich.
Albert Fredette	WAMC-FM	Albany, New York
Albert Hulsen	WFCR-FM	Amherst, Mass.
William Kling	KSJN-KSJR-FM	Collegeville, Minn.
Will Lewis	WBUR-FM	Boston, Massachusetts
Daniel Logan	WDET-FM	Detroit, Michigan
Marjorie Newman	WFSU-FM	Tallahassee, Florida
Roger Penn	WAMU-FM	Washington, D. C.
Karl Schmidt	WHA-AM-FM	Madison, Wisconsin
Sam Scott	KCUR-FM	Kansas City, Mo.
Walter Shepard	WRVR-FM	New York, New York
William Siemering	WBFO-FM	Buffalo, New York

Ken Koger — KUOW Seattle
Bob Harrison — KWSU Pullman
John Wisper — KEBS San Diego
PAT Swanson — KBPS Portland
Rob Hyre — KOAC Corvallis
Sue Dittman — KUAC College Alaska
Mark Hathaway — KBYU Provo

N E W S
from
Corporation for Public Broadcasting
555 Madison Avenue
New York, New York 10022
(212) 582-2020
(J. C. Dine)

FOR RELEASE

MONDAY, MARCH 3, 1969

EDUCATIONAL TELEVISION STATIONS PROGRAM SERVICE RECEIVES $125,000 CORPORATION FOR PUBLIC BROADCASTING GRANT

New York, March 2 -- A $125,000 Corporation for Public Broadcasting grant to Educational Television Stations Program Service was announced today by John W. Macy, Jr., Corporation President.

"The expanded programming made possible by this grant," Mr. Macy said, "represents our firm belief in the importance of helping provide the most diversified programming possible for public television."

David Leonard, Director of the Program Service, estimated that the number of new television programs distributed to the nation's public television stations by the ETS Program Service will be nearly doubled as a result of this grant.

(MORE)

The additional programs to be made available under the grant will include more complete series, both film and videotape, as well as more of the best programs produced by individual public television stations throughout the country. These range from "Critique" series now being produced by WNDT, New York, to "Frying Pans West", produced by KRMA, Denver, to thirteen new programs in the film series "The Toy that Grew Up", produced by WTTW, Chicago, and many others.

Mr. Leonard said "This grant comes at the right time. We will now be able to keep up the momentum we had built in our first three years of operation. This will help us subtantially to keep expanding our library of 1,000 programs, which has provided many hours of the best kind of public service broadcasting, including entertainment."

ETS Program Service is a major source of programming for the non-commercial TV stations. The series are selected for distribution by a committee of the following station program managers: Bruce Beale, chairman, WHYY, Philadelphia; Sam Silberman, WQED, Pittsburgh; John Felton, WTHS, Miami; C. P. Zimmerman, KUHT, Houston; Zoel Parenteau, KCSD, Kansas City; Jack Schlaefle, KRMA, Denver, and Wayne Bundy, KNME, Albuquerque.

(MORE)

Educational Television Stations is a division of the National Association of Educational Broadcasters. The ETS Program Service was established in 1965, under grants from The Kellogg Foundation and the National Home Library Foundation, to provide national exchange of outstanding programs by individual public television stations. By the end of 1968, the stations had used some 19,000 programs, the number which had been originally projected as the total to be used by the end of 1971.

(END)

March 3, 1969

Mr. Herman W. Land
Herman W. Land Associates, Inc.
220 Old Country Road
Mineola, New York 11501

Dear Mr. Land:

Enclosed is a copy of the NER proposal to move the National Educational Radio Network to Washington, D. C. which was submitted to the Corporation for Public Broadcasting in late January.

For your information I have also included a list of those individuals whom Mr. Mott and I contacted to encourage early submittal of program proposals for CPB grants. Each person contacted was requested to send detailed copies of their proposal to you as well. Several of those who were contacted indicated they knew of others with ready proposals and would contact them urging immediate submission.

Sincerely,

Lucinda K. Landreth
Administrative Assistant

Enclosures

CONTACT	CALL LETTERS	LOCATION
Jack Burke	KSAC	Manhattan, Kansas
Edwin Burrows	WUOM-FM	Ann Arbor, Michigan
Martin Busch	KUSD	Vermillion, S. Dak.
Myron Curry	KFJM	Grand Forks, N. Dak.
Richard Estell	WKAR-AM-FM	East Lansing, Mich.
Albert Fredette	WAMC-FM	Albany, New York
Albert Hulsen	WFCR-FM	Amherst, Mass.
William Kling	KSJN-KSJR-FM	Collegeville, Minn.
Will Lewis	WBUR-FM	Boston, Massachusetts
Daniel Logan	WDET-FM	Detroit, Michigan
Marjorie Newman	WFSU-FM	Tallahassee, Florida
Roger Penn	WAMU-FM	Washington, D. C.
Karl Schmidt	WHA-AM-FM	Madison, Wisconsin
Sam Scott	KCUR-FM	Kansas City, Mo.
Walter Shepard	WRVR-FM	New York, New York
William Siemering	WBFO-FM	Buffalo, New York
Ken Kager	KUOW-FM	Seattle, Washington
Burt Harrison	KWSU	Pullman, Washington
John Witherspoon	KEBS-FM	San Diego, Calif.
Patricia Swenson	KBPS	Portland, Oregon
Bob Hinz	KOAC	Corvallis, Oregon
Sue Pittman	KUAC-FM	College, Alaska
Mark Hathaway	KBYU-FM	Provo, Utah

February 26, 1969

Mr. Donald R. Quayle
General Consultant
Corporation for Public Broadcasting
555 Madison Avenue
New York, New York 10022

Dear Don:

At our February 14 meeting in Mr. Swezey's office you asked that I prepare a document citing criteria by which non-commercial radio stations might be more precisely identified.

The comments are my own and do not reflect a policy position of the National Association of Educational Broadcasters or its radio division, National Educational Radio.

As executive director for NER, I plan to bring the matter of criteria for educational radio stations to the attention of the NER Board as it relates to membership in National Educational Radio. Our current policy is to accept in membership any non-commercial licensed station who applies for membership. I think this policy unwise and will recommend at some future time, that we define our membership requirements more precisely. This is virtually mandated by the diversity of factors relating to educational radio broadcasting.

I hope that the studies done by Allen Miller for the Radio Committee of the Corporation for Public Broadcasting and the Samuel C. O. Holt study of Public Radio executed for CPB and The Ford Foundation will address this matter. Without attempting to pre-judge either study, I will observe that considerable sentiment can be found for some method of demarcation of non-commercial radio stations into public and other categories.

As of mid-February, the FCC had authorized 25 AM stations and 362 FM stations and approved construction permits for 32. As of this letter there are 387 educational radio stations on the air. To suggest that the Corporation can and should fund all on equal basis is sheer folly.

The question becomes: What stations are to be funded? How can a public radio station be identified?

The six criteria listed here might be utilized. There may be others.

1. Transmitter Power: Stationw with limited power provide limited service. The case is best stated by quoting from Report No. 7834 dated January 23, 1969 and released by the Federal Communications Commission in denying the rulemaking petition for increase of transmitter power for educational Class D FM stations. The report says, in part:

"Rules providing for licensing of low-powered non-commercial educational FM stations, the Commission noted, were adopted on August 19, 1948 (FCC 48-1958 Docket 0948). The stations were not intended as alternates to regular educational FM broadcast stations but were considered substitutés for wired carrier "campus" systems using AM broadcast channels ..."

"The service ... was intended to be limited to a small area, usually a college or university campus or the immediately surrounding area."

"The simplicity of the present provision has served the intended purpose of the rule ..."

"When better coverage is desired, regular non-commercial educational FM broadcast stations may be used to provide a substantial improvement (in power and coverage)."

It would seem that the guidelines are rather precisely established and that transmitter power is an appropriate criterion for identifying public radio stations.

2. Coverage. Unless the station is providing coverage to substantial numbers of people, its public function is obviously limited. There is obvious corollary between transmitter power and coverage but both should be considered. For example, in certain isolated rural areas, a 10 watt FM station may provide the only coverage (and thus the only service) available from a non-commercial station. The question might be: Is the station serving

a substantial share of its potential audience? A precise factor could be established to determine how far short a station's signal coverage lies from its potential coverage based on fully authorized effective radiated power.

3. The Licensee. The great majority of educational radio stations are licensed to colleges and universities. In the main these are public though some are private and/or secular. Other stations are licensed to public school districts or administrative boards of districts. Others are licensed to religious institutions. Still others are licensed to student governments of colleges and universities.

Stations licensed to religious institutions should not, in the main, be identified as public stations. There would be exceptions to this as in the case of WRVR, licensed to the Riverside Church in New York City but a public station in the finest sense of that word.

Stations licensed to student body governments are not public. The intent of these stations (normally a Class D 10 watt FM) is to serve the student body at the college or university.

4. Personnel. A significant key in defining public radio is the quality of staff. Unless there is an adequate professional staff, a station should not be categorized as public. Those stations operated by a student staff (college or high school) with a faculty advisor are certainly due scrutiny. There are many stations with a core professional staff that utilize students in certain roles. The main factor is: Does the radio station operate with professional competence with primary decisions being made by professional broadcasters and educators? If not, support should be withheld or limited.

5. Schedule of Operation. Many educational radio stations operate on an intermittent basis utilizing a portion of the broadcast day, programming certain days of the week -- or signing off for periods of one and two weeks at

vacation time (Christmas, Spring, between semesters, etc.) or even for periods as long as three and four months during summer periods. An acceptable minimum operation schedule for a public station might be eight hours per day, five days per week, 52 weeks per year.

6. Philosophy of Programming. While the previous criteria are valid the most significant factor is: How does the station licensee and its management identify its role in serving the public? If, in fact, the station acknowledges that it is serving a limited public or a selected audience without intending to serve a variety of publics covering a spectrum of the community, it would not qualify as for CPB support.

Perhaps the simplest approach is to develop categories and ask stations to identify themselves as public, instructional, religious, campus-oriented or whatever.

Obviously, some refinement of these comments would be needed before establishing a scale for determining public and non-public stations. A station should not be ruled out on the basis of a single factor. Rather, a combination of factors should be utilized to make the judgment.

The essential factor is that not all stations operating today should be identified as public stations. The Corporation would be wise to separate the wheat from the chaff in a rapid threshing exercise.

Sincerely,

Robert A. Mott

RAM:lkl
cc: Robert Swezey
William Harley

List of stations recommended for visit by John Macy

WETA, Washington, D. C., William McCarter, Manager
McCarter is an ETS Board Member, and Washington, D. C. is the home of CPB Board members Joseph Beirne and Jack Valenti.

WNDT, WNYE, WNYC, New York City,
WNDT's manager is Jack Keirmaier
WNYE's manager is James Macandrew
WNYC - Seymour Seigel
New York City is the home of CPB Board members Robert Benjamin, John D. Rockefeller and Frank Pace

KCET - Los Angeles, James Loper, manager.
Los Angeles is the home of Roscoe Carroll, CPB Board member.

WSBE-TV, Providence, Rhode Island, manager Robert Danielowicz.
Providence is home for CPB Board member Michael Gammino.

KUHT, Houston, Texas, manager Roy Barthold. KUHT is the first ETV station in the United States, and is the home of CPB Board Member, Mrs. Oveta Culp Hobby.

KCTS, Seattle, Washington, Loren Stone, manager. Loren Stone is of course an ETS Board Member and also Seattle is the home of Sol Haas, CPB Board member.

WQED, Pittsburgh, Donald Taverner, manager, and home of CPB Board Member, Joseph Hughes.

WGBH, Boston, Hartford Gunn, manager. Hartford Gunn is the Chairman of the ETS Board, and Boston is the home of CPB Board members, Dr. James Killian and Erich Leinsdorf.

Atlanta, Georgia, WETV and the Georgia ETV network plus nearby Athens, Georgia, WGTV. Managers are Richard Oettinger for the Georgia ETV network, Gilbert Tauffner for WETV and William Hale for WGTV. Atlanta is the home of CPB Board Member, Carl Sanders.

WILL-TV, Urbana, Illinois, Frank Schooley, manager and CPB Board member.

WKNO, Memphis, Howard Holst, manager, ETS Director.

WHYY-WUHY, Philadelphia-Wilmington, Warren Kraetzer, ETS Director.

WITF-TV, Hershey, Pennsylvania, Lloyd Kaiser, ETS Director.

Washington, D. C.

WAMU Licensed to The American University on February 7, 1962.
Massachusetts and Nebraska Avenues, N. W. (20016)
Telephone: (202) 966-6506
Contact: Dr. Roger Penn, General Manager
(Dr. Penn is also President of the Eastern Educational Radio Network. WAMU was the only U. S. radio station to receive the Japan Prize in 1968.)

New York, New York

WRVR Licensed to The Riverside Church on March 16, 1961.
490 Riverside Drive (10027)
Telephone: (212) RI9-5400
Contact: Dr. Walter P. Sheppard, General Manager

WNYE Licensed to the Board of Education, City of New York on May 8, 1939.
29 Fort Greene Place (11217)
Telephone: (212) 596-3335
Contact: James Macandrew, Director of Broadcasting
Mrs. Cecil Suffern, Asst. Director of Broadcasting

Providence, Rhode Island

WDOM Licensed to Providence College on May 18, 1966.
Box 377 (02918)
Telephone: (401) 861-1500
Contact: Timothy McBride, Program Director
(This station is a 10 watt FM licensee. Mr. McBride is a 22 year old who poses this question about WDOM, "Do we dabble on at ten watts to oblivion or can we become a useful educational tool in Rhode Island?)

Boston, Massachusetts

WBUR Licensed to Trustees, Boston University on April 3, 1950.
630 Commonwealth Avenue (02215)
Telephone: (617) 266-1000
Contact: Will I. Lewis, Director of Broadcasting and Station Manager
(This station produces one of the most effective ghetto program services currently available on any radio station. "The Drum" has received national recognition for the program format developed by WBUR's staff. Mr. Lewis is a member of the Board of National Educational Radio.)

Boston, Massachusetts

WGBH Licensed to WGBH Educational Foundation on December 26, 1951.
125 Western Avenue, Alston, Massachusetts (02134)
Telephone: (617) UNiversity 4-6400
Contact: Michael Rice, General Manager

Pittsburgh, Pennsylvania

WDUQ Licensed to Duquesne University on August 10, 1949.
Duquesne University Campus (15219)
Telephone: (412) 471-4600
Contact: B. Kendall Crane, Director of Broadcasting
(Station currently is process of increasing power and coverage area.)

Atlanta, Georgia

WABE Licensed to the Board of Education, City of Atlanta on July 9, 1948
740 Bismark Road, N. E. (30324)
Telephone: (404) 873-4471
Contact: Haskell Boyter, General Manager

Urbana, Illinois

WILL-AM & FM Licensed to University of Illinois on March 28, 1922 for AM and September 30, 1942 for FM.
University of Illinois Campus
Telephone: (217) 333-0850)
Contact: Frank E. Schooley, Director of Broadcasting and General Manager

Houston, Texas

KUHF Licensed to University of Houston on November 28, 1950.
Communications Building, University of Houston (77004)
Telephone: (713) 748-6600
Contact: Roy Barthold, Director of Broadcasting
Dr. William Hawes, Station Manager

Los Angeles, California

Conversations in November, 1968 with Roscoe C. Carroll leads me to recommend a visit to San Diego, California, for an inspection of the San Diego State College stations KEBS-TV and FM.

San Diego, California

KEBS Licensed to San Diego State College on November 4, 1960.
San Diego State College (92115)
Telephone: (714) 286-6415
Contact: John P. Witherspoon, General Manager

Mr. Witherspoon is one of the national leaders in educational radio and has been involved in the development of an Educational Communications System project while based in Washington, D. C.

Seattle, Washington

KUOW Licensed to the University of Washington on February 12, 1952.
University of Washington (98105)
Telephone: (206) 543-2710
Contact: Ken Kager, General Manager
(Mr. Kager is a member of the Board for National Educational Radio.)

February 25, 1969

Mr. Robert D. Swezey
Secretary-Treasurer
Corporation for Public Broadcasting
1250 Connecticut Avenue, N. W.
Washington, D. C. 20036

Dear Mr. Swezey:

Attached is the listing of educational radio stations for possible statistical review by ARB. I have listed the stations according to the fifty major TV markets, which I am assuming also include radio. There is a fairly even national distribution.

Those stations which have asterisks before the city I consider to be the most representative educational radio stations. Also included with these are the nine additional stations of interest noted at the end of the listing. These stations are not included in the top fifty markets.

The second attachment includes those stations with adequate production facilities and staff to produce a program, series or project for the Experiments with Sound CPB grant.

I spoke briefly with Herman Land this afternoon. In the morning I will be calling a number of NER station managers urging them to send proposals for the Experimental Sounds grant to the Corporation and Herman Land. At the same time, I will urge them to contact others in their area to do the same. Hopefully, we may begin to feel the fruits of our efforts by sometime early next week. We will continue to encourage our member stations through our upcoming Memo to Managers to submit proposals as rapidly as possible in order that these efforts will have some impact on the upcoming legislative hearings.

We will continue to keep you and Herman Land informed as we make our contacts. If there is anything else we can do at this time, please let us know and we will contribute in whatever way we can.

Sincerely,

Lucinda K. Landreth
Administrative Assistant

MARKETS	STATION	LICENSEE
*New York, N. Y.	WRVR	The Riverside Church
* --	WBAI	Pacifica Foundation
*Los Angeles, Calif.	KPFK	Pacifica Foundation
Chicago, Illinois	WBEZ	Board of Education
*Philadelphia	WUHY	WHYY, Inc.
*Boston, Mass.	WBUR	Boston University
*	WGBH	WGBH Educational Foundation
*Detroit, Mich.	WDET	Wayne State University
	WDTR	Board of Education
*San Francisco, Calif.	KPFA	Pacifica Foundation
*Cleveland, Ohio	WBOE	Board of Education
*	WRUW	Western Reserve Univ.
*Washington, D. C.	WAMU	The American University
*Pittsburgh, Penna.	WDUQ	Duquesne University
Baltimore, Md.	WBJC	Community College of Baltimor
St. Louis, Mo.		
Hartford-New Haven, Conn.	WRTC	Trinity College
	WWUH	University of Hartford
*Providence, R. I.	WDOM	Providence College
*Dallas-Ft. Worth, Texas	KTCU	Texas Christian Univ.
*Cincinnati, Ohio	WGUC	Univ. of Cincinnati
*Minneapolis-St. Paul	KUOM	Univ. of Minnesota
Indianapolis, Ind.	WBDG	Board of Education
	WIAN	Board of Education
	WICR	Indiana Central Univ.
Atlanta, Ga.	WABE	Board of Education
Miami, Fla.	WTHA	Dade Co. Board of Education
*Buffalo, N. Y.	WBFO	St. Univ. of New York
*Seattle-Tacoma, Wash.	KUOW	University of Washington
	KPLU	Pacific Lutheran Univ.
*Kansas City, Mo.	KCUR	Univ. of Missouri
*Milwaukee, Wis.	WUWM	Univ. of Wisconsin
*Sacramento-Stockton, Calif.	KERS	Sacramento State College
Houston-Galveston, Texas	KUHF	Univ. of Houston
Dayton, Ohio		
*Columbus, Ohio	WOSU	Ohio State Univ.
Johnstown-Altoona, Pa.		
Harrisburg-Lancaster, Pa.		
Tampa-St. Petersburg, Fla.	WUSF	Univ. of South Florida
*Memphis, Tenn.	WCBC	Christian Brothers College
Charlotte, N. C.		
*Syracuse, N. Y.	WAER	Syracuse University
Toledo, Ohio		
*Portland, Oregon	KOAP	St. of Oregon Acting By and Through State Board of Higher Education
*	KBPS	Portland Public Schools
Wheeling, W. Va.		
*Grand Rapids-Kalamazoo,Mich.	WVGR	University of Michigan
	WMUK	Western Michigan University

MARKETS	STATIONS	LICENSEES
Denver, Colo.		
Birmingham, Ala.		
*Nashville, Tenn.	WPLN	Public Library of Nashville and Davidson Counties
*Albany, N. Y.	WAMC	Albany Medical College
New Orleans, La.		
Greenville, N. Car.		
Greensboro-Winston-Salem	WUAG	Univ. of N. Car. at Greensbor
	WFDD	Wake Forest Univ.
Flint, Michigan	WFBE	Board of Education
*Louisville, Ky.	WFPK-WFPL	Louisville Free Public Lib.
Charleston, W. Va.		
*Lansing, Michigan	WKAR	Michigan State Univ.
*San Diego, Calif.	KEBS	San Diego State College

OTHER STATIONS OF INTEREST NOT LISTED
IN TOP FIFTY STATION MARKETS

Ames, Iowa	WOI	Iowa State University
Manhattan, Kansas	KSAC	Kansas State Univ.
Lexington, Ky.	WBKY	Univ. of Ky
Grand Fords, N. Dak.	KFJM	Univ. of North Dakota
Salt Lake City, Utah	KUER	Univ. of Utah
Richmond, Va.	WRFK	Union Theological Seminary
Pullman, Wash.	KWSC	Washington State Univ.
Madison, Wisconsin	WHA	University of Wisconsin
Ann Arbor, Mich.	WUOM	University of Michigan

Educational Radio Stations with Production Facilities and Staff (Listed alphabetically by States)

KEBS-FM, San Diego State College, San Diego, California

WAMU-FM, The American University, District of Columbia

WFSU-FM, Florida State University, Tallahassee, Florida

WILL-AM-FM, University of Illinois, Urbana, Illinois

WBAA-AM, Purdue University, West Lafayette, Indiana

WOI-AM-FM, Iowa State University, Ames, Iowa

KFKU-AM and KANU-FM, University of Kansas, Lawrence, Kansas

KSAC-AM and KSDB-FM, Kansas State University, Manhattan, Kansas

WFCR-FM, University of Massachusetts, Amherst, Massachusetts

WBUR-FM, Boston University, Boston, Massachusetts

WGBH-FM, WGBH Educational Foundation, Boston, Massachusetts

WUOM-FM, University of Michigan, Ann Arbor, Michigan

WKAR-AM-FM, Michigan State University, East Lansing, Michigan

WAMC-FM, Albany Medical College,Albany, New York

WBAI-FM, Pacifica Foundation, New York, New York

WNYC-AM-FM, City of New York, New York, New York

WRVR-FM, The Riverside Church, New York, New York

KFJM-AM, University of North Dakota, Grand Forks, North Dakota

WOSU-AM-FM, Ohio State University, Columbus, Ohio

KOAC-AM, Oregon State University, Corvallis, Oregon

KUSD-AM-FM, University of South Dakota, Vermillion, South Dakota

WUOT-FM, University of Tennessee, Knowville, Tennessee

KUT-FM, University of Texas, Austin, Texas

KUSU-FM, Utah State University, Logan, Utah

KBYU-FM, Brigham Young University, Provo, Utah

KWSC-AM, Washington State University, Pullman, Washington

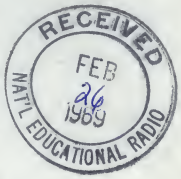
KUOW-FM, University of Washington, Seattle, Washington

WHA-AM-FM, University of Wisconsin, Madison, Wisconsin

(Other stations undoubtedly have production competency equal to most of the stations on this list.)

KEBS
TELEVISION 15 / FM RADIO 89.5

February 24, 1969



Mr. John W. Macy, Jr.
President
Corporation for Public Broadcasting
Suite 630
1250 Connecticut Avenue, N.W.
Washington, D.C. 20036

COPY

Dear Mr. Macy:

I am very pleased to accept your invitation to join the Corporation's Radio Advisory Committee for the coming two years. I will attend the meeting of March 20 - 21 in New York.

I'm delighted to see CPB move ahead in radio, a medium with some very impressive characteristics as well as some difficult problems.

Thanks very much for your invitation; I look forward to the assignment with real interest.

Sincerely,

John P. Witherspoon

JPW:ej

bcc: Bob Mott ✓

February 19, 1969

Mr. Ward B. Chamberlin
Vice President
Corporation for Public Broadcasting
555 Madison Avenue
New York, New York 10022

Dear Ward:

Just a note to express my appreciation and thanks for the assistance you have provided National Educational Radio in the past months.

It occurred to me in the flurry of activity surrounding John Macy's appointment, that CPB had functioned in admirable fashion recently and I wanted you to know I thought so.

While we have not gotten along as rapidly in radio as I had originally hoped, my contacts with Bob Swezey have been excellent. Since Don Quayle came on Board, we have made additional progress.

Sam Holt advises me that the Public Radio Study is generally on schedule. That is good news and we are looking forward to the completion of his work and rapid progress following Sam's scrutiny of non-commercial radio.

Sincerely,

Robert A. Mott

RAM:lkl
cc: William Harley

February 18, 1969

Mr. John Macy, Jr.
President
Corporation for Public Broadcasting
Suite 630
1250 Connecticut Avenue, N. W.
Washington, D. C. 20036

Dear Mr. Macy:

A list of educational radio stations is attached.

The radio stations were selected because of their proximity to educational television stations and because they are in cities of residence of CPB Board members.

A visit to the stations will provide an overview of educational radio. I would categorize the stations selected as above average. I have limited knowledge of the stations in Providence, Rhode Island, Houston, Texas and Atlanta, Georgia.

If we can be of further assistance please let us know.

Sincerely,

Robert A. Mott

RAM:lkl
Enclosure

Washington, D. C.

WAMU Licensed to The American University on February 7, 1962.
Massachusetts and Nebraska Avenues, N. W. (20016)
Telephone: (202) 966-6506
Contact: Dr. Roger Penn, General Manager
(Dr. Penn is also President of the Eastern Educational Radio Network. WAMU was the only U. S. radio station to receive the Japan Prize in 1968.)

New York, New York

WRVR Licensed to The Riverside Church on March 16, 1961.
490 Riverside Drive (10027)
Telephone: (212) RI9-5400
Contact: Dr. Walter P. Sheppard, General Manager

WNYE Licensed to the Board of Education, City of New York on May 8, 1939.
29 Fort Greene Place (11217)
Telephone: (212) 596-3335
Contact: James Macandrew, Director of Broadcasting
Mrs. Cecil Suffern, Asst. Director of Broadcasting

Providence, Rhode Island

WDOM Licensed to Providence College on May 18, 1966.
Box 377 (02918)
Telephone: (401) 861-1500
Contact: Timothy McBride, Program Director
(This station is a 10 watt FM licensee. Mr. McBride is a 22 year old who poses this question about WDOM, "Do we dabble on at ten watts to oblivion or can we become a useful educational tool in Rhode Island?)

Boston, Massachusetts

WBUR Licensed to Trustees, Boston University on April 3, 1950.
630 Commonwealth Avenue (02215)
Telephone: (617) 266-1000
Contact: Will I. Lewis, Director of Broadcasting and Station Manager
(This station produced one of the most effective ghetto program services currently available on any radio station. "The Drum" has received national recognition for the program format developed by WBUR's staff. Mr. Lewis is a member of the Board of National Educational Radio.)

Boston, Massachusetts

WGBH Licensed to WGBH Educational Foundation on December 26, 1951.
125 Western Avenue, Alston, Massachusetts (02134)
Telephone: (617) UNiversity 4-6400
Contact: Michael Rice, General Manager

Pittsburgh, Pennsylvania

WDUQ Licensed to Duquesne University on August 10, 1949.
Duquesne University Campus (15219)
Telephone: (412) 471-4600
Contact: B. Kendall Crane, Director of Broadcasting
(Station currently is precess of increasing power and coverage area.)

Atlanta, Georgia

WABE Licensed to the Board of Education, City of Atlanta on July 9, 1948
740 Bismark Road, N. E. (30324)
Telephone: (404) 873-4471
Contact: Haskell Boyter, General Manager

Urbana, Illinois

WILL-AM & FM Licensed to University of Illinois on March 28, 1922 for AM and September 30, 1942 for FM.
University of Illinois Campus
Telephone: (217) 333-0850)
Contact: Frank E. Schooley, Director of Broadcasting and General Manager

Houston, Texas

KUHF Licensed to University of Houston on November 28, 1950.
Communications Building, University of Houston (77004)
Telephone: (713) 748-6600
Contact: Roy Barthold, Director of Broadcasting
Dr. William Hawes, Station Manager

Los Angeles, California

Conversations in November, 1968 with Roscoe C. Carroll leads me to recommend a visit to San Diego, California, for an inspection of the San Diego State College stations KEBS-TV and FM.

San Diego, California

KEBS Licensed to San Diego State College on November 4, 1960.
San Diego State College (92115)
Telephone: (714) 286-6415
Contact: John P. Witherspoon, General Manager

Mr. Witherspoon is one of the national leaders in educational radio and has been involved in the development of an Educational Communications System project while based in Washington, D. C.

Seattle, Washington

KUOW Licensed to the University of Washington on February 12, 1952.
University of Washington (98105)
Telephone: (206) 543-2710
Contact: Ken Kager, General Manager
(Mr. Kager is a member of the Board for National Educational Radio.)

February 18, 1969

Mr. Frank Pace, Jr.
Chairman of the Board
Corporation for Public Broadcasting
555 Madison Avenue
New York, New York 10022

Dear Mr. Pace:

On behalf of the National Educational Radio Board of Directors, the NERN Program Advisory Committee and the radio stations affiliated with NER, I am writing to acknowledge the Corporation for Public Broadcasting grant totaling $65,000 for support of the tape network.

As your letter suggests, it is a modest beginning but a highly appropriate one. The network has served educational stations well for many years. The CPB funds will allow a marked improvement. Our efforts will be directed toward the most appropriate utilization of the funds so that prime benefit will accrue for the individual stations and the listeners they serve.

We are looking forward to the completion of the Public Radio Study. NER trusts that the study will give us guidance and direction for the future development of radio.

There seems to be growing concern among radio station managers regarding an interconnection for radio networking among educational stations. The success of the ETV network has clearly whetted the appetites of the radio stations for a like service.

I am delighted to work with Don Quayle in the administration of the NERN grant. Appropriate reports will be submitted to CPB at the conclusion of the project.

Sincerely,

Robert A. Mott

RAM:lkl
cc: William G. Harley

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

1346 CONNECTICUT AVENUE · WASHINGTON, D. C. 20036

OFFICE
OF THE PRESIDENT

February 12, 1969

Mr. Frank Pace, Jr.
Chairman of the Board
555 Madison Avenue
New York, New York 10022

Dear Frank:

This is to acknowledge with gratitude the receipt of two checks from the Corporation for Public Broadcasting; one is a check for $32,500 which represents the first of two payments on a grant of $65,000 for the Educational Radio Network; the other is a check for $31,250, which represents the first of four payments of a grant $125,000 to increase the program acquisitions of ETS/PS.

We will be happy to work with Don Quayle in his responsibility for the supervision of these grants and we will supply a written narrative and financial report at conclusion of each project.

On behalf of the total Association and especially for the radio and television station divisions let me express our appreciation for this timely assistance; be assured that we will do our utmost to employ this money in such a way as to make maximum impact from these funds in the forwarding of public radio and television.

Sincerely yours,

William G. Harley

WGH:cq
cc: Mr. Robert Mott

N E W S
from
Corporation for Public Broadcasting
555 Madison Avenue
New York, New York 10022
(212) 582-2020
(J. C. Dine)

RECEIVED
FEB 18 1969
NAT'L EDUCATIONAL RADIO

FOR IMMEDIATE RELEASE

WEDNESDAY, 19 FEBRUARY 1969

WALTER E. DUKA JOINS CORPORATION FOR PUBLIC BROADCASTING

New York, 19 February -- The appointment of Walter E. Duka as Manager of National Program Information of the Corporation for Public Broadcasting was announced today by Frank Pace, Jr., Chairman of the Board.

Mr. Duka, who was formerly Public Affairs-Press Relations Executive with Young & Rubicam, Inc., Advertising, will report to William J. Colihan, Jr., Consultant to the Corporation in Promotion and Research. He will also assist Josef C. Dine, Director of Public Information, in special public relations and corporate projects.

(MORE)

-

Mr. Duka began his career as a reporter with the Hudson Dispatch in Union City, New Jersey, and later worked for the Jersey Journal in Jersey City. He then joined the Washington Post, where he served as a reporter and assistant city editor. He also served as Information Director of the President's Committee on Consumer Interests.

Mr. Duka holds degrees from Beloit College and the Graduate School of Journalism of Columbia University. He is married, has four children and lives in Norwalk, Connecticut.

The Corporation for Public Broadcasting was created by Congress with the enactment of the Public Broadcasting Act of 1967. It is a private, non-profit corporation charged with assisting the development of the nation's 178 public television and 400 public radio stations.

(END)

February 18, 1969

Mr. Donald R. Quayle
General Consultant
Corporation for Public Broadcasting
555 Madison Avenue
New York, New York 10022

Dear Don:

It was good to meet with you and Bob Swezey February 14. Delighted you could join our brainstorming lunch and participate in one of those unique experiences -- an NAEB party!

The discussion we held in the CPB office was highly satisfactory from my point of view. I have some over-the-weekend reflections.

Would you object to the National Educational Radio Board of Directors meeting in conjunction with the March 13-14 gathering of the CPB Radio Advisory Committee? The board would meet on Friday afternoon and Saturday morning <u>following</u> the CPB sessions.

The advantages to NER are obvious. Our budget does not allow, at present, more than two meetings per year. Since the board will be gathered for other business, it would be most helpful if they might meet to take official actions which otherwise would be delayed to May at our next regularly scheduled meeting.

The Recorded Materials Distribution Center proposal is most interesting. It has great promise and potential. The key, in my thinking, is timing. Although educational radio has considerable flexibility in the route it takes to certain goals, I am concerned that the momentum that is starting to build will not continue if radio planning becomes too intertwined with television. I support the joint effort concept but feel that our proposal to move NERN from Urbana to Washington, D. C. should be pursued. This is a matter of urgency for radio and a decision is needed -- as indicated in the proposal -- on or before March 31. To leave the move in limbo for an extended period of time would be detrimental.

Your February 10 letter re the direct station grants is excellent. Subject to your permission, I want to disseminate portions of the letter in a Memo to Managers scheduled for March 3 mailing.

If productions from this series of grants do, in fact, warrant national distribution, the facilities of the tape network could be made available -- both for members and non-members -- assuming minimal financial support for distribution to non-members.

Perhaps we'll have an opportunity to develop some of these ideas at WRTA. If not then, I hope we'll have an opportunity for another visit prior to the time the advisory radio committee convenes.

Sincerely,

Robert A. Mott

RAM:lkl
cc: Robert Swezey

ETS
A division of
EDUCATIONAL TELEVISION STATIONS
NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
PHONE: 667-6000 • 1346 CONNECTICUT AVENUE • WASHINGTON, D.C. 20036
Office of the Executive Director

February 17, 1969

MEMORANDUM

To: Executive Staff

From: Chalmers H. Marquis

Re: Interconnection meeting, Ford Foundation, February 13, 1969

The meeting was chaired by Ward Chamberlin, CPB with Fred Friendly, Dave Davis and David Ginsburg, Ford Foundation, Jerry Appy, NET, Don Quayle, CPB , Jerry Slater, NET-PBL and myself.

A number of points were made which I will report to you here:

1. Pre-emptions have been reduced substantially in the past ten days and presuming the present circumstances continue, the situation looks good.

2. The stations agree that either this situation must remain in this improved condition or it should be abandoned.

3. We endorsed a priority that all stations in the country as soon as reasonable should be connected - thereby adding the dozen or so stations not now interconnected, and putting lines in to those dozen or so additionally that are now taking programs off the air.

4. In order to look at the full system, we proposed, we must have the AT&T proposal due to the FCC and us last November 15th and not yet released by AT&T. We will continue to seek it.

5. Our immediate objectives are these:

   a. Maintenance of the current system, including outstanding national programming, 4, 5 nights,

10 hours weekly. This means finding suitable replacement programming for the PBL programs of Sunday night which ends April 27th, and maintaining the full schedule of programming for the unlimited future which is otherwise scheduled to end at the present contract, May 31st.

b. In addition we seek capability for expanding programming certain nights and on different nights thus giving us a degree of flexibility we do not now have.

c. We agree that the Children's Television Workshop is a necessary network series at 10:00 a.m.

d. In the future, perhaps a year from now, we will need considerable additional hours, such as 7 days a week, 3 hours a night plus 2 hours in the day, not only for all the above purposes but for additional programs, specials and previews.

6. Dollars may or may not be available for new programming. Certainly no new dollars have been committed to replace PBL. On the other hand, Ford and Corporation dollars apparently can continue through September, 1969, all other things being equal.

7. I emphasized the promise as well as good preliminary accomplishment by the regional networks in use of their own hour of service weekly and that we were investigating our proper role as ETS/PS in scheduling the other hour of programming weekly which is currently ours.

8. I described the MI-COM presentation we had received earlier and indicated that we didn't yet know enough about it to pass judgment, but that it was interesting and well worth pursuing so far as determining its true capability and cost for the future, and that we should make no secret about it to AT&T so they will understand that we have indeed begun investigation of this alternative system as a future possibility.

CHM/bb

ETS
EDUCATIONAL TELEVISION STATIONS
A division of
NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
PHONE: 667-6000 • 1346 CONNECTICUT AVENUE • WASHINGTON, D.C. 20036

Office of the Executive Director

February 17, 1969

MEMORANDUM

To: Executive Staff
cc: Holt Riddleberger

From: Chalmers H. Marquis

In our interconnection study last week we did discuss radio, and the NAEB Board resolution in support thereof. I appreciate getting the copy of Fellows' handwritten motion on behalf of the Executive Board of NAEB noting that radio be included henceforth in any negotiations. I hereby ask that that motion be communicated officially by President Harley to the Ford Foundation, the Corporation for Public Broadcasting, NET and any others we may think relevant (FCC?, AT&T?).

In Thursday's interconnection meeting, radio received substantial support from all, however, was not given much time in the total discussions. We have not forgotten, but it does need this kind of support at all times.

CHM/bb

February 5, 1969

Mr. William G. Harley
President
National Association of
Educational Broadcasters
1346 Connecticut Avenue, N.W.
Washington, D.C. 20036

Dear Bill:

It is my pleasure to inform you that we have approved your request for grant assistance to expand the activities of the National Educational Radio Network in accordance with your proposal to us dated September 1968 and as amended on January 7, 1969. This grant is for a total of $65,000 and is made for the period January 1 through December 31, 1969. Enclosed is the Corporation's check in the amount of $32,500. An identical payment will be made on July 1, 1969.

We recognize this grant to be only a modest beginning in the support of educational radio. We expect to increase this activity based upon what we learn from the radio study currently underway and advise we will receive from people like yourself. Awaiting that we are confident that NERN can make the most efficient use of these funds to serve member stations.

For our part, Don Quayle will be responsible for the supervision of this grant. While I'm sure there will be a regular contact between Mr. Quayle and Mr. Mott, I would like to request that you submit a final narrative and financial report upon the conclusion of the project. Future activities will, to a great extent, depend on our evaluation of on going projects as we build some experience toghther. Your assistance in this process will be appreciated.

Sincerely yours,

Frank Pace, Jr.

FP:ke
cc: Robert Mott ✓

RECEIVED
FEB
19
1969
NAT'L EDUCATIONAL RADIO

Corporation for Public Broadcasting
555 Madison Avenue
New York, N. Y. 10022
(212) 582-2020

Ward B. Chamberlin, Jr.
Vice-President

February 11, 1969

Mr. Robert A. Mott
Executive Director
National Educational Radio
1346 Connecticut Avenue, N. W.
Washington, D. C. 20036

Dear Bob:

I apologize for the delay in replying to your letter of January 14. That certainly does not mean that we have been neglecting the subject of a radio network.

We realize the need and some of the problems, but are taking a very careful look at this before taking any action. I know Don Quayle and Bob Swezey are going to meet with you soon to discuss this whole project and I look forward to receiving their preliminary conclusions.

Sincerely yours,

Ward

Ward B. Chamberlin, Jr.

mw
cc: D. R. Quayle
R. D. Swezey

ROUTING SLIP

TO Cindy

FOR

	APPROVAL		YOUR INFORMATION
	REPLY PLEASE		NECESSARY ATTENTION
	SEE ME PLEASE		RETURNED AS REQUESTED
	YOUR SIGNATURE		INVESTIGATE AND REPORT
✓	NOTE AND FILE		IMMEDIATE ACTION DESIRED
	NOTE AND RETURN		READ AND DESTROY
	YOUR COMMENTS		PREPARE FOR ME
	MORE DETAILS		DRAFT OF SUGGESTED REPLY
	ADVISE PLEASE		INITIAL AND FORWARD

REMARKS:

We will NOT distribute

the Fletcher letter

DATE 13 Feb. '69

FROM Bob Mott

Matt

EDUCATIONAL TELEVISION STATIONS
A division of
NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
PHONE: 667-6000 • 1346 CONNECTICUT AVENUE • WASHINGTON, D.C. 20036

February 12, 1969

MEMORANDUM

To: ETV Station Managers

From: C. Scott Fletcher

The appointment of John W. Macy, Jr. as the president of the Corporation for Public Broadcasting, pleases me immensely. I have known him for over ten years. I am sure you have read the excellent CPB news release about John Macy, and you also have seen and heard him on television. I wish to give you my personal appraisal of this outstanding man for whom I have great respect and affection.

Early in 1958, the Fund for Adult Education - established by the Ford Foundation in 1951 - decided to embark on a major national program entitled "Education for Public Responsibility." In letters written to me as president of the Fund, the plan was warmly endorsed by President Dwight D. Eisenhower, Vice President Richard M. Nixon, and by former Presidents Harry S. Truman and Herbert Hoover. The Board of Directors of the Fund approved my request to appoint two special consultants on this vast and intricate concept. The two men were John W. Macy, Jr., then executive vice president of Wesleyan University, Middletown, Connecticut and Harlan Cleveland, then director of the Maxwell Graduate School of Citizenship at Syracuse University, and currently U.S. Ambassador to NATO. Both men were active consultants until they accepted their assignments with the Kennedy Administration in 1961.

Later I had the privilege of working with John Macy and his Civil Service Commission associates in many voluntary activities, from 1961 until I returned to Florida in 1967. These activities involved programs in the field of education for public responsibility, but with different names. For example, for nearly two years I worked with a group of key civil servants selected by John Macy, in order to develop an ETV series concerning civil servants and their public responsibilities. This activity has come to a temporary halt because of lack of funding.

Just last October John Macy wrote to me at length describing the new Federal Executive Institute. He noted that "The conceptual foundation

for this permanent institution to provide educational experience for top-level careerists was laid in 1961 during the University-Federal Agency Conference at Princeton, which you attended. . ." He emphasized to me the vital role of training and education in developing and maintaining excellence at all levels of government. Certainly this is an area in which I believe ETV can provide expanded service, and I know John Macy believes this too.

I wanted to give you these personal recollections in order to show you why I have such confidence in John Macy. I know you can put your confidence in him as well. He has had a rich background in education and public service, and is well aware too of the great capabilities ETV and radio offer. You will find him to be responsive, competent, dedicated, and responsible. We are all fortunate to have him on educational broadcasting's team.

ELECTION OF JOHN MACY AS PRESIDENT OF PUBLIC BROADCASTING CORPORATION

Mr. JAVITS. Mr. President, the announcement in New York yesterday that John W. Macy, Jr., had been appointed as president of the Corporation for Public Broadcasting was certainly welcomed by supporters of noncommercial broadcasting.

Those of us in Congress who worked with Mr. Macy when he was Chairman of the Civil Service Commission—and that means almost every Member of Congress—regard him as an eminently fair, public servant, as well as a most effective administrator. His appointment, in my judgment, indicates that the board of directors of the corporation are building on firm ground in the effort to make the promise of the Public Broadcasting Act of 1967 a reality.

Mr. President, I ask unanimous consent to have printed in the RECORD the announcement made yesterday by the Corporation for Public Broadcasting concerning Mr. Macy's new role, and an article published in this morning's New York Times on the same subject.

There being no objection, the announcement and article were ordered to be printed in the RECORD, as follows:

NEW YORK, February 6.—John W. Macy, Jr., Chairman of the U.S. Civil Service Commission under Presidents Kennedy and Johnson, and a former Executive Vice President of Wesleyan University, Middletown, Connecticut, has been elected President of the Corporation for Public Broadcasting, it was announced today by Frank Pace, Jr., Chairman of the Board.

The Corporation for Public Broadcasting is a nonprofit agency, Federally-chartered under the Public Broadcasting Act of 1967 to coordinate and fund public broadcasting in the United States.

"The Corporation is fortunate indeed to have a man of Mr. Macy's quality and ability as its President and Chief Executive Officer," Mr. Pace stated. "The Board Committee, headed by Mr. John D. Rockefiller 3rd and with Mrs. Oveta Culp Hobby and Dr. Milton S. Eisenhower as members, unanimously recommended John Macy after a most careful search for the best man available for this important post. They felt, and the Board agreed, that he will provide the leadership necessary to realize the exciting potential of public broadcasting. Furthermore, his intimate knowledge of government, his broad acceptance in the academic community, and his ability to work with people make him uniquely qualified for this assignment. This is a man of broad scope whose growth potential is still not fully realized."

In addition to the statutory job as head of the U.S. Civil Service Commission, Mr. Macy acted for President Johnson as the principal recruiter for positions at the highest levels of government. This required an extensive knowledge of government and private enterprise, and of the people in all professions and fields who could carry out major Federal responsibilities.

While at Wesleyan, from 1958 to 1961, as Executive Vice President, Mr. Macy combined administration and teaching, his classes having included a seminar on the Presidency, and, in collaboration with faculty members in the Economics and Religion Departments, a seminar on "Social Ethics in the Contemporary Professions."

He brought with him into the Civil Service Commission his dedication to education, and applied it not only through his programs for continuing education, but also by pioneering in the use of television for employee and supervisory development through broadcasts he inaugurated with WETA, the public television station in Washington.

His interest in continuing education for Federal employees also manifested itself through conferences on University-Government cooperation for this purpose at Princeton, Indiana University and the University of California at Berkeley.

He was a consultant to the American Foundation for Continuing Education and participated in a major two-year study on Education for Public Responsibility as a consultant to the Fund for Adult Education.

In his final day in the Federal Service, Mr. Macy, together with McGeorge Bundy, former Presidential Advisor, and now President of the Ford Foundation, and 18 other distinguished Americans, received the Presidential Medal of Freedom, the highest decoration the President can bestow on any civilian.

When Mr. Macy was renominated by President Johnson as Chairman of the U.S. Civil Service Commission, February 27, 1965, the White House stated: "Mr. Macy played a principal role in making Federal pay comparable to pay outside Government, in establishing a system of employee-management cooperation within the Federal service and in devising realistic approaches to better manpower utilization and more economical operation.

"He has helped make the Federal work force reflect the non-discrimination policies of the Administration through creating better employment opportunities in Government for members of minority groups, women and the handicapped."

Born in Chicago on April 6, 1917, Mr. Macy spent his boyhood in Winnetka, Illinois and received his secondary education at the North Shore Country Day School. After graduating from high school in 1934, he entered Wesleyan University in Middletown, Connecticut, where he majored in government. He was elected to Phi Beta Kappa, won a Thorndike scholarship and was a Rhodes scholar nominee. After graduating with a B.A. degree in June, 1938, he took post graduate work at the American University in Washington, D.C.

Mr. Macy entered government service in 1938 as a participant in the administrative intern program of the National Institute of Public Affairs. From June, 1939 until 1940, he was an administrative aide in the office of the Executive Director of the Social Security Board.

He transferred to the War Department in late 1940 and was involved in the Department's rapidly expanding civilian personnel program before and after Pearl Harbor. In 1943 Mr. Macy enlisted in the Army Air Force as a private and subsequently rose to the rank of Captain. His service in the Air Force included duty as Personnel Staff Officer with the Air Transport Command and as staff advisor with the military advisory group in China. In 1946 he was discharged from the Air Force and returned to his position as Assistant Director of Civilian Personnel in the War Department.

From 1947 until 1951, he served the Atomic Energy Commission as Director of Organization and Personnel in the Santa Fe Operations Office. In 1951 he was Executive Officer of the atomic tests at Las Vegas, Nevada, and later served as Special Assistant to the Under Secretary of the Army.

In August, 1953, Mr. Macy was appointed to the U.S. Civil Service Commission's top career post—Executive Director. In 1957 he was one of ten men in the Federal career service who received the award of the National Civil Service League. In 1958 he received the Award of the Society for Personnel Administration and the Commissioner's Award of the Civil Service Commission. Both the Secretary of the Army and the Secretary of the Air Force conferred upon him the Distinguished Civilian Award in 1958.

Mr. Macy left the Commission in January, 1958 to accept the position of Executive Vice President of Wesleyan University, his alma mater.

After his return to Washington as Chairman of the Civil Service Commission in 1961, Mr. Macy served in various capacities on Presidential committees, commissions and task forces. He was Executive Secretary of the Board of the President's Award for Distinguished Federal Civilian Service; Chairman of the Interdepartmental Committee for the Voluntary Payroll Savings Plan (for purchase of U.S. Savings Bonds); and a member of the President's Council on Aging. He had full responsibility for fund-raising within the Federal Service for voluntary national health and welfare agencies. He was a member of the President's Committee on Equal Opportunity. On November 19, 1964, Mr. Macy was designated by the President to recommend prospective men and women of character, ability and devotion to serve in leadership positions subject to Presidential appointment.

In the last six years, Mr. Macy has received honorary LL. D. degrees from Dartmouth, Colgate, Wesleyan, Cornell of Iowa, Allegheny College, University of Delaware, Indiana State University and Eastern Kentucky University.

Mr. Macy is a past president (1958–59) of the American Society for Public Administration. He is married to the former Joyce Hagen and they have four children: Thomas Lawrence, Mary Derrick, Susan Bradford and Richard Hagen. Their home is in McLean, Virginia.

[From the New York Times, Feb. 7, 1969]

HEAD OF PUBLIC TV OUTLINES HIS AIMS—MACY STRESSES EDUCATIONAL AND COMMUNITY ROLES

(By Robert Windeler)

John W. Macy, the new president of the Corporation for Public Broadcasting, declared yesterday that the primary purpose of public television should be "broadly educational" and that local noncommercial stations should be strengthened and not dominated by a national network.

Mr. Macy, who was formally appointed yesterday by the corporation's board of directors is the immediate past chairman of the Civil Service Commission and was chief talent scout for Federal jobs for the Johnson Administration. He has no broadcasting experience. From 1958 to 1961 he served as executive vice president of Wesleyan University in Middletown, Conn.

Mr. Macy inherits a six-man executive staff chosen last November by the corporation's 15-man board. He said in an interview after his announcement that he was "impressed with all of them." He plans to appoint two new officers of the Congressionally founded Corporation, one with broadcasting experience, the other with financial credentials.

Mr. Macy said he would be based in Washington and deal with Congress and the Executive branch of the Government to obtain permanent financing for the corporation. In April he will go before the House Appropriations Committee to request $20-million for the fiscal year 1970. Federal funds to the corporation so far have total $5-million.

The rest of the corporation staff will be divided between two central offices in Washington and New York, but it is expected that there will be frequent commuting between the two cities by Mr. Macy and the other officers.

Mr. Macy indicated that it was essential that Government funding ("and there is no way out of that," said the corporation chairman, Frank Pace) not impair "freedom from Federal interference."

Mr. Macy also said that the corporation would not decide what programs would appear on the noncommercial network of approximately 140 educational stations.

"It is important that we not become a judge of individual programing," he continued, and "we will never tell a local station what is best for its community." He also said, and Mr. Pace agreed, that smaller stations would not suffer at the hands of the eight largest (who originate most of the educational network programing) when the corporation gives out individual grants.

In a broadcast taped yesterday afternoon for use on National Educational Television last night, the new corporation president said that noncommercial television was "not competing with commercial TV; we're augmenting it, supplementing it and we haven't found the full potential of this medium in social and cultural involvement."

He called noncommercial TV a "nationwide community effort" and said that the corporation could aid that effort by "doing something about funding, assisting in the development and procuring of physical facilities, color equipment and furthering the central resources of N.E.T."

Asked what he thought of television in general, Mr. Macy, who stands 6 foot-one, has prematurely white hair and wears glasses with colorless rims, compared himself to another former Johnson aide, Jack Valenti, president of the Motion Picture Association of America:

"Jack said when he took the job that he had never seen a bad movie in his life; I can't say that."

DRAFT TO MACY AND FRIENDLY

Interest in the Public Radio Study sponsored jointly by the Corporation for Public Broadcasting and The Ford Foundation manifests itself in view of its scheduled discussion by theRadio Advisory Committee in New York, March 20-21.

We have had some staff discussion concerning the availability of the report for dissemination and publication. One recommendation is that funds for publication be made available from CPB and The Ford Foundation in the Educational Broadcasting Review.

The staff feels that whatever the outcome of the study, the research done by Samuel C. O. Holt and his staff should be widely disseminated. I hope that you concur in this view and that after appropriate review and evaluation within your organizations,the material or an abstract of it can be made available for publication. EBR would, I think, be a highly appropriate vehicle.

While the research relates, as I understand it, primarily to public radio, I believe the Commission on Instructional Technology would be interested in receiving the radio material. The Title III study is nearing completion but input to the Instructional Technology Commission staff might be of value even at this time.

Our radio division director, Bob Mott, tells me that educational stations across the country have been most receptive and cooperative in the preparation of the Public Radio Study. Station personnel indicates to him a strong interest in appropriate distribution of the research as soon as practicable.

Sincerely,

William G. Harley

January 17, 1969

Mr. Donald R. Quayle
General Consultant
Corporation for Public Broadcasting
545 Madison Avenue
New York, New York 10022

Dear Don:

When we talked in Bob Swezey's office on November 12 we agreed that I should develop a plan for interconnection.

Here is the result of some thinking I've done on that matter. I would hope the material could serve as a base for further discussions.

One correction: In the attached station list in Category #2 the term optional should be deleted and secondary substituted to maintain consistency with the text.

I look forward to seeing you at the January 24 meeting Roger Penn is arranging.

The proposal on relocating the network headquarters from Urbana to Washington, D. C. should be in the mail early next week. The expanded Public Affairs Bureau proposal is being developed and will be ready in early February.

Sincerely,

Robert A. Mott

RAM:lkl
Enclosure
cc: Richard Catalano

A PLAN FOR ESTABLISHING AN EDUCATIONAL RADIO NETWORK

Objective

To provide a national public radio program service to the greatest possible number of stations and listeners.

To provide alternate services to those stations outside the parameters of the live network service.

Any plan for a public radio network must be based on assumptions. This plan assumes the following:

1. That financial resources for the network are limited.

2. That the network will be built on the foundation provided by existing stations and state or regional networks.

3. Categories of network service include:

   A. Key Stations: These are stations with one kilowatt or more power in one of the nation's fifty largest population centers. An arbitrary limit of 25 has been set on this category. The markets were chosen for their

geographical location as well as previously indicated criteria, i.e., population and station operating power.

B. Secondary Stations: These affiliates have one kilowatt or more power and are within 250 airline miles of a key station OR within fifty miles of the network circuits.

C. Optional Stations: These affiliates have less than one kilowatt power and are within fifty miles of a key or secondary station OR within fifty miles of the Network circuits.

D. Tape Delay Stations: These affiliates are outside the parameters described above and will not be interconnected but will receive tape delay program service.

4. To be eligible to receive the network service, stations must operate a minimum of 240 days per year. Effective July 1, 1970, minimum operation increases to 300 days per year and effective July 1, 1971, stations must operate daily.

5. Stations must be on the air a minimum of twice the number of hours of daily network program service utilized.

6. There is to be no exclusivity factor.

In addition to these general assumptions, the station listings which have been developed assume the following routing of network circuits:

1. The west coast circuit from Chicago is routed via Kansas City, Denver, Salt Lake City, San Francisco.

2. The west coast circuit is south to Los Angeles and San Diego -- north to Portland and Seattle.

3. The circuit from Atlanta is via Tallahassee to Miami.

4. The circuit will be routed from Kansas City to Wichita, Kansas, points in the states of Oklahoma and Texas.

Based on this plan, the break out of stations in categories is:

Key Stations:	39 in 25 markets
Secondary Stations:	97
Optional Stations:	180
Tape Delay:	55

* When study is refined, some slight adjustment in categories will result. Status of about twenty stations is undetermined.

Recommendation: That planning be developed to serve key and secondary stations initially. Optional stations and tape delay stations will be served by tape. Their addition to the network will occur as the expansion of the financial base and technical facilities will allow.

Attachments: List of Key Stations
List of Secondary Stations

CATEGORY NO. 1 -- KEY STATIONS

1. New York - WBAI, WFUV, WKCR, WNYC, WNYE
2. Chicago - WBEZ, WMBI
3. Los Angeles - KPFK, KUSC
4. Philadelphia - WUHY, WXPN
5. Detroit - WDET, WDTR
6. Baltimore - WBJC
7. Houston - KUHF
8. Cleveland - WBOE
9. Washington, D. C. - WAMU, WETA (CP)
10. St. Louis - KSLH
11. Milwaukee - WUWM
12. San Francisco - KXKX, KALW
13. Boston - WBUR, WERS, WGBH
14. Seattle - KUOW
15. Buffalo - WBFO
16. Cincinnati - WGUC
17. Memphis - WCBC
18. Atlanta - WABE
19. Minneapolis - KUOM, KTIS
20. Kansas City - KCUR
21. Portland - KOAP
22. Oklahoma City - KOKH
23. Miami - WTHS
24. Columbus - WOSU, WCBE
25. Dallas - WVTT

CATEGORY NO. 2 -- OPTIONAL STATIONS

1. Jonesboro, Arkansas - KASU
2. Berkeley, California - KPFA, KPFB
3. Claremont, California - KSPC
4. La Sierra, California - KSDA
5. Long Beach, California - KLON
6. Northridge, California - KEDC
7. Redlands, California - KUOR
8. Sacramento, California - KERS
9. San Bernardino, California - WVCR
10. San Diego, California - KEBS, KSDA
11. San Mateo, California - KCSM
12. Stockton - KUOP
13. Bridgeport, Connecticut - WPKN
14. Moscow, Idaho - KUOI
15. Carbondale, Illinois - WSIU
16. DeKalb, Illinois - WNIU
17. Macomb, Illinois - WWKS
18. Urbana, Illinois - WILL
19. Bloomington, Indiana - WFIU
20. Evansville, Indiana - WEVC, WPSR
21. Gary, Indiana - WGVE
22. Huntington, Indiana - WVSH
23. Indianapolis, Indiana - WAJC, WIAN
24. Terre Haute, Indiana - WISU
25. West Lafayette, Indiana - WBAA

26. Ames, Iowa - WOI
27. Decorah, Iowa - KWLC
28. Des Moines, Iowa - KDPS
29. Iowa City, Iowa - WSUI, KSUI
30. Waterloo, Iowa - KNWS
31. Lawrence, Kansas - KFKU, KANU
32. Manhattan, Kansas - KSAC, KSDB
33. Lexington, Kentucky - WBKY
34. Louisville, Kentucky - WFPK, WFPL
35. Richmond, Kentucky - WEKU
36. Takoma Park, Maryland - WGTS
37. Amherst, Massachusetts - WFCR
38. Ann Arbor, Michigan - WUOM
39. East Lansing, Michigan - WKAR
40. Flint, Michigan - WFBE
41. Grand Rapids, Michigan - WVGR
42. Kalamazoo, Michigan - WMUK
43. Collegeville, Minnesota - KSJR
44. Moorhead, Minnesota - KCCM
45. New Brighton, Minnesota - KSJN
46. Northfield, Minnesota - WCAL
47. St. Cloud, Minnesota - KVSC
48. Clayton, Missouri - KFUO
49. Columbia, Missouri - KBIA
50. Point Lookout, Missouri - KSOZ
51. Lincoln, Nebraska - KUCV
52. East Orange, New Jersey - WFMU
53. Newark, New Jersey - WBGO

54. South Orange, New Jersey - WSOU
55. Teaneck, New Jersey
56. Trenton, New Jersey - WTSR
57. Buffalo, New Yrok - WBFO
58. Canton, New York - WSLU
59. Central Square, New York - WCSQ
60. Geneseo, New York - WGSU
61. Syracuse, New York - WAER
62. Chapel Hill, North Carolina - WUNC
63. Greenville, North Carolina - WWWS
64. Raleigh, North Carolina - WKNC
65. Winston-Salem, North Carolina - WFDD
66. Fargo, North Dakota - KDSU
67. Grand Forks, North Dakota - KFJM
68. Akron, Ohio - WAPS, WAUP
69. Athens, Ohio - WOUB
70. Bowling Green, Ohio - WBGU
71. Cedarville, Ohio - WCDR
72. Kent, Ohio - WKSU
73. Edmond, Oklahoma - KCSC
74. Tulsa, Oklahoma - KWGS
75. Corvallis, Oregon - KOAC
76. Portland, Oregon - KBPS
77. Pittsburgh, Pennsylvania - WDUQ
78. Scranton, Pennsylvania - KUSV
79. Vermillion, South Dakota - KUSD
80. Chattanooga, Tennessee - WVMS

81. Knoxville, Tennessee - WUOT
82. Nashville, Tennessee - WPLN
83. Austin, Texas - KMFA
84. Waco, Texas - KWBU
85. Logan, Utah - KUSU
86. Provo, Utah - KBYU
87. Norfolk, Virginia - WMTI
88. Richmond, Virginia - WRFK
89. Pullman, Washington - KWSC
90. Appleton, Wisconsin - WLFM
91. Auburndale, Wisconsin - WLBL
92. Brule, Wisconsin - WHSA
93. Chilton, Wisconsin - WHKW
94. Colfax, Wisconsin - WHWC
95. Delafield, Wisconsin - WHAD
96. Highland, Wisconsin - WHHI
97. Holmen, Wisconsin - WHLA
98. Madison, Wisconsin - WHA, WHA-FM
99. Suring, Wisconsin - WHMD
100. Wausau, Wisconsin - WHRM

Harley + Exec Staff members + CPB Bd member — CM

or: Geographical Aspects of International Relations, 1937; Economic Geography (with A. Foster), ...: Pilot Study of Southern Ill., 1956; The ...as Basin. Pilot Study of a Watershed: 1956; ...er Transport: Component of Civilization. 1965. ...or and contbr. Land Classification in the United ...tes. 1941. Contbr. to Annals of Assn. of Am. ...graphers and Econ. Geography. Home: 3737 Kim... Av., Chgo. 60637. Office: So. Ill. U., Carbondale, Ill. ☆27

COLBY, Elbridge, author, educator; b. N.Y., Oct. ...1891; s. Charles Edwards and Emily Lynn (Carleton) C.; A.B. magna cum laude, Columbia Coll., ...2; A.M., Columbia U., 1913, Ph.D., 1922; student ...Sch., 1920-21, 1932-33; Chem. Warfare Sch., ...S. Command and General Staff School, 1942; m. ...garet Egan, November 7, 1917; 1 son, William ...n. Proudfit fellow, Columbia University, 1912-14, ...5-16, instr. English, 1914-15; instr. rhetoric, U. Minn., 1916-17, instr. rhetoric and English, 1919-... Department of Experiment, Inf. Sch., 1921-22; ...r Department Gen. Staff, 1923-25; reporter and ...feature writer, St. Paul Pioneer Press, Minneapolis Tribune, Washington Post, 1923-25; edit. ...ter, Army, Navy Register, 1932-42; asst. prof. mil. ...ence and tactics, U. of Vt., 1933-38; hist. sect. ...my War Coll., 1938-41; asso. in English, George Washington U., 1938-41; Nat. Guard Bureau, 1941-42; ...h. Mil. Govt., 1943; mem. civil affairs staff, ...qrs. COSSAC, 1943; member staff 1st U.S. Army in ...., France, Belgium and Ger., 1943-45; Edn. Sect., ...qrs. E.T.O., 1945; Nat. Guard Bureau, 1945-48. ...rved in U.S. Army, 1917-18; asso. prof. of journalism, George Washington U., 1948-50, prof., 1950-... Mem. Com. of Mercy Expdn. to Servia, 1915. ...warded gold medal of Serbian Red Cross, 1935; Order ...Mercy (Jugoslavia), 1935; Toulmin Medal of Am. ...oc. of Mil. Engrs., 1938; univ. medal, Columbia U., ...40, Bronze Star, Commendation Ribbon, Legion of ...erit; Distinguished Service citation, Reserve Offi...rs Assn., 1957. Mem. Am. Assn. U. Profs. (pres. ... Vt. chapter 1937-38, George Washington U. chpt. ...953-57), American Mil. Inst. (Moncado award ...959), Eng. Grad. Union of Columbia U., Phi Beta ...appa, Pi Delta Epsilon (hon., medal of merit ...957). Cath. Clubs: Cosmos (Wash., D.C.); (hon. ...mem.) Naval and Mil. (Lon., Eng.). Author books ...ncluding: Echo-Device in Literature, 1920; Army ...alk, 1942; Masters of Mobile Warfare, 1943; Life ...f Thomas Holcroft, 1925; Theo. Winthrop, 1965. ...Contbr. Dictionary Am. Biography, Ency. Social ...Scis., Am. History, World Book Ency., 1944, Ency. Americana and various mags. Mem. editorial adv. ...d. Funk & Wagnalls Standard Dictionary 1957. Home: 4360 Indian Rock Terrace, Washington. ... ☆27

COLBY, Ethel (kōl'bī), drama and film critic; born at New York City; daughter of Dr. M. Duckman and (Scharlin) Dallon; student Columbia, 1925-27; m. Julius J. Colby, Sept. 25, 1929; 1 son, Jeffrey Victor. Child actress; vaudeville; Broadway, 1927-38; featured singing, dancing comedienne, Student Prince; mem. cast Maytime, Blossom Time, Fabulous Invalid, The Moorings, It Shouldn't Happen to a Dog, others; motion picture actress, 1927-29; radio show, Miss Hollywood, 1948-50; drama, film critic N.Y. Jour. of Commerce, and Ridder Papers, N.Y.C., since 1940; producer, star TV shows, C.B.S., 1944-46; condr., star Broadway Matinee, DuMont Network TV program since 1952. Mem. Drama Critics Circle, Drama Desk (N.Y.C.), Women Broadcasters and Commentators Am. Club: N.Y. Newspaperwomen's. Home: 44 W. 44th St. Office: 234 W. 44th St., N.Y.C. 36.

COLBY, Joseph Milton, mech. engr., ret. army officer; b. Lake Mills, Ia., Mar. 27, 1904; s. Joseph Eli and Millie J. (Eiel) C.; B.S., U. S. Mil. Acad., 1925; M.S., Mass. Institute of Technology, 1935; m. Margaret Capelle Brisley, August 19, 1929; children—Janice Margaret, Carol Capello (wife Chen Tung Leong). Commd. 2d lt., U.S. Army, 1929, advanced through grades to brig. gen., 1954; chief devel. br. Tank Automotive Center, Detroit, 1942-45; chief indsl. operations, chief engring. and mfg. div. Detroit Arsenal, 1945-46, chief devel. and engring. dept., 1946-51; spl. duty mission to Japan and Korea, 1950-51; adviser to sr. U.S. rep. North Atlantic Def. Prodn. Bd., London, Eng., 1951-52; organized, comd. Ordnance Procurement Center, U.S. Army Europe, 1952-54; exec. officer then comdg. gen. Frankford Arsenal, 1954-57, Ordnance Ammunition Command, 1957-58; dep. comdg. gen. Army Ordnance Missile Command, Redstone Arsenal, Ala., 1958-59; ret., 1959; v.p. research and devel. Rockwell Mfg. Co., Pitts., also exec. chmn. products com., 1959—; chmn. bd. Del-McFarland Corp., 1963—. Decorated Legion of Merit with 2 clusters; Bronze Star (U.S.); Order Brit. Empire for Merit; Legion of Honor (France); comdr. Royal Order Phoenix (Greece). Mem. Am. Gas Assn., Am. Ordnance Assn. Am. Petroleum Inst., Am. Soc. M.E., Assn. Grads. U.S. Mil. Acad., Assn. U.S. Army, C. of C. Greater Pitts., Mil. Order World Wars, Pitts., Army athletic assns., Soc. Automotive Engrs., Pa. Soc., V.F.W. Author numerous tech. papers. Home: 128 N. Craig St., Pitts. 13. Office: 400 N. Lexington Av., Pitts. 8. ☆22

COLBY, Ralph, educator; b. Wayzata, Minn., Aug. 13, 1891; s. Christian Mathias and Nathalie Augusta (Anderson) C.; B.A., U. Minn., 1916, M.A., 1917; Ph.D., U. Ill., 1923; m. Violet Marie Petersen, July 6, 1920; children—Carolyn Ruth (Mrs. Keith R. McKennon), Richard Norman. Asst. in English, U. Ill., 1919-26; faculty Ore. State U., 1926—, prof. English, 1945-64, professor emeritus English, 1961—, dean of lower division, 1919-60, dean of humanities and social scis., 1960-62. Mem. Am. Assn. U. Professors, Modern Lang. Assn., Coll. English Assn., Corvallis C. of C., Phi Kappa Phi, Lambda Alpha Psi. Club: Men's Faculty. Home: 317 N. 32d St., Corvallis, Ore.

COLBY, William George, educator; b. Cornwall ...

Anne Delight (Mrs. Kimon Zachos). Admitted to the Mass. bar, 1921, N.H. bar, 1922; practiced Boston, 1921-22, Concord, N.H., 1922—. Mem. Gen. Ct. N.H., 1925-27; mem. constl. conv., 1925, 56; county solicitor Merrimack Co., 1929-40; mem. N.H. Com. Interstate Coop., 1949—; mem. Nat. Conf. Commrs. on Uniform State Laws, 1917—, v.p., 1953, sec., 1956-63; mem. Merrimack County Commn., 1961-62; mem. drafting com. Council State Govts., 1948—, chmn. Northeastern regional com. on social welfare, 1948-53; chmn. N.H. State Bd. Public Welfare, 1947-60. Trustee N.E. Coll.; dir. N.E. Inst. Law. Served as seaman USN, 1918-19. Fellow Am. Bar Found.; mem. Am. Coll. Probate Council, Am. (ho. dels., 1948-57, chmn. sect. bar activities, 1953-54, gov. 1957-60), N.H. State (sec. 1943—) bar assns., Am. Law Inst., N.H. Assn. for Prevention of Juvenile Delinquency (dir.), N.H. Soc. Welfare Assn. (pres. 1939-42), Am. Pub. Welfare Assn., Am. Legion (judge advocate N.H. dept. 1940), S.A.R. (pres. N.H. chpt. 1943-45), Soc. Colonial Wars, N.H. Hist. Soc., Phi Delta Phi. Rep. Congregationalist. Mason. Home: 16 Rockland Rd. Office: 18 School St., Concord, N.H.

COLCLASER, H. Alberta, fgn. service officer; b. Turtle Creek, Pa., Feb. 19, 1911; d. Levi A. and Bertha M. (Lear) C.; A.B., Coll. of Wooster, 1933; LL.B., Western Res. U., 1936; LL.M., Columbia, 1938; LL.D., from College of Wooster (Ohio), in 1965. Asso. editor Banks-Baldwin Law Pub. Co., Cleve., 1936-38; asst. to legal adviser Dept. State, 1939-42, with aviation div., 1942-58, chief air transport sect., 1951-56, asst. chief div., 1956-58; indsl. adviser USRO, 1958-59; chief transportation and communications policy sect., civil air attache Am. embassy, Paris, France, 1959-63; policy officer Office Internat Aviation, Dept. State, Washington, 1963-65; 1st sec. embassy, Embassy of U.S.A., Ottawa, Ont., Can., 1965—. Mem. U.S. delegation Paris Peace Conf., 1946; legal com. U. S. delegations to 3d, 4th, 6th, 7th, 8th, 9th, 10th, 11th, 12th, 14th sessions Internat. Civil Aviation Orgn. U.S. del. ICAO assemblies, 1949, 50, 56, 62, Diplomatic Conf. Pvt. Air Law, 1952, 53; U.S. delegation facilitation div. ICAO, 1948. Mem. Am. Soc. Internat. Law, Phi Beta Kappa, Delta Sigma Rho. Home: 6386 Dockser Terrace, Falls Church, Va. 22041. Office: Embassy of U.S.A., 100 Wellington St., Ottawa, Ont., Can.

COLCLOUGH, Oswald S., acting univ. pres.; b. Monroeton, Pa., Nov. 19, 1898; s. Rev. William Frederic and Sara Cooper (Guy) C.; B.S., U.S. Naval Acad., 1920; LL.B., George Washington U., 1935, Sc.D., 1961; LL.D., Muhlenberg Coll., 1945, Dickinson Coll. Law, 1958; m. Kathleen Bain, June 1, 1922; children—Eugenia (Mrs. F. A. F. Cooke), Dorothy (Mrs. John T. Harris), Sara Kathleen (Mrs. John F. Dolan). Rear adm., USN; judge adv. gen., 1945-48; vice-adm. USN (ret.); prof. law George Washington U. 1949-64, emeritus, 1964—, dean law sch., 1949-53, dean of faculties, 1953-64, emeritus, 1964—, acting dean law sch., 1956-58, acting pres., 1959-61, 64—, provost, 1961-64; admitted D.C. bar. Mem. Atomic Energy Labor-Mgmt. Relations Panel, 1953—; chmn. exec. com. Nat. Capital Downtown Com., 1959—; mem. exec. com. Washington Center Met. Studies, 1959—. Dir. Patent, Trademark and Copyright Research Inst.; trustee Greater Washington Ednl. TV Assn., Fed. City Council; adv. council Korean Cultural and Freedom Found.; adv. bd. Nat. Fellowships in Edn. program Fund for Advancement Edn. Decorated: Legion of Merit with Gold Star, Chevalier Legion Honor, other mil. decorations; recipient Jefferson medal N.J. Patent Law Assn., 1959. Mem. Am., D.C., Fed. bar assns., Maritime Law Assn. U.S., Newcomen Soc., Nat. Security Indsl. Assn. (hon. life), U.S.S. N.C. Battleship Assn., Judge Advs. Assn., Phi Delta Phi, Order of Coif. Clubs: Army and Navy, Army-Navy Country (Washington). Home: 25 Grafton St., Chevy Chase, Md. 20015. Office: 2003 G St. N.W., Washington 20006. ☆23

COLCLOUGH, William Frederic, bank note printing co. exec.; b. Elkland, Pa., July 10, 1905; s. Rev. Wm. F. and Sara (Guy) C.; A.B., Lehigh U., 1925; LL.B., U. Pa., 1930; m. Olga Fabian, May 17, 1947. Admitted to N.Y. bar, 1932; practiced law Sullivan & Cromwell, N.Y.C., 1930-40; asst. to pres. Am. Bank Note Co., N.Y.C., 1940-41, 45-49, sec., 1945-49, v.p., 1949-52, pres., 1952—, chmn., 1957—, chief executive officer, since 1965—. Trustee, Lehigh University. Served from pvt. to maj. AUS, 1941-45. Decorated Bronze Star medal. Mem. Newcomen Soc. N.A., Pa. Soc., Phi Beta Kappa, Phi Delta Phi, Theta Delta Chi. Episcopalian (vestryman). Clubs: Bankers of America, Economic University, Lehigh (N.Y.C.); Woodstock Country. Home: 21 E. 81st St., N.Y.C. 10028. Office: 70 Broad St., N.Y.C. 10004.

COLDWELL, Colbert, realtor; b. Durango, Colo., Apr. 11, 1883; s. Nathaniel and Ellen (Robinson) C.; student U. Calif., class of 1906; m. Johanna Leaton, Aug. 30, 1905. Realtor, property management, Coldwell Banker & Co., San Francisco, since 1903, also Los Angeles, Oakland, San Mateo, Calif.; dir. Fireman's Fund Insurance Co., California Packing Company, adv. dir. Wells Fargo Bank, Dir. San Francisco Real Estate Bd., 1917-22, pres., 1921-22. Trustee Children's Hospital. Director San Francisco Chamber of Commerce, 1921-25, president, 1923-25; dir. Cal. C. of C., 1925-35. Republican. Clubs: Pacific Union, Bohemian, Golf. Home: 2298 Pacific Av., San Francisco 15. Office: 57 Sutter St., San Francisco 4.

COLDWELL, Everett S., consulting engineer; born New London, Connecticut, August 10, 1893; son of Joseph and Esther (Sharples) C.; B.S., Mass. Inst. of Tech., Cambridge, Mass., 1915, M.S., 1916; M.S., Harvard University, 1916; married Charlotte Holbert Bates, Sept. 6, 1924 (deceased January 9, 1953); children—Charles W., Robert S.; married ...

COLDWELL, Philip Edward, banker; b. Champaign, Ill., July 20, 1922; s. Montgomery Ian and Donna Clare (Rose) C.; B.A., U. Ill., 1946, M.S., 1947; Ph.D., U. Wis., 1952; m. Norma Elaine Abels, June 1, 1947; children—Douglas Michael, Cameron Eiff. Teaching asst. U. Ill. at Urbana, 1947; instr. Southwestern La. Inst., Lafayette, 1947-48, asst. prof., 1950-51; instr. Mont. State U., 1949-50; research economist Fed. Res. Bank Kansas City, Mo., 1951-52; economist, officer Fed. Res. Bank, Dallas, 1952-62, 1st v.p., 1962—; lectr. Banking Sch. of South, Baton Rouge, 1958—. Com. chmn. local Boy Scouts Am. Served as pilot USNR, 1942-46. Mem. Am. Econ. Assn., So. Finance Assn., Phi Delta Theta. Presbyn. (deacon). Rotarian. Club: Economists (founder, 1st pres.) (Dallas). Author articles in field. Home: 3830 Southwestern Blvd., Dallas 75225. Office: Fed. Reserve Bank, Akard and Wood Sts., Dallas 75222.

COLE, Albert L(eslie) (kōl), mag. publisher, b. Chicago, Dec. 12, 1894; s. Albert Channing and Frances M. (Deininger) C.; student pub. schs. N.Y. City; m. Marguerite N. Haas, Dec. 10, 1921; children—Jean Leontine (Mrs. Martin E. Van Buren), Margaret Channing (Mrs. Frederick M. Jennings), Robert Douglas. With Frank A. Munsey Publs., N.Y. City, 1910-15, Popular Sci. Pub. Co., 1915, pres., pub. Popular Sci. Monthly and Outdoor Life, 1920-39, dir. since 1924; dir., gen. bus. mgr. Reader's Digest Assn., Inc., 1930—, also vice pres. Director Boys Clubs Am., Inc., 1947—, became chmn. exec. com., 1954, pres., 1954—. Served as ensign, U.S.N.R.F., 1917-18. Mem. mag. pubs. Assn., Inc. (dir.), Clubs: Union League, Pinnacle (N.Y.C.); Blind Brook (Port Chester, N.Y.); Round Hill (Greenwich, Conn.). Home: Round Hill Rd., Greenwich, Conn. Office: Reader's Digest, Pleasantville, N.Y.

COLE, Alphaeus Philemon, artist; b. Jersey City Heights, N.J.; s. Timothy and Annie (Carter) C.; student preparatory education in Italy and France; studied under Benjamin Constant and Jean Paul Laurens at Julian Acad., Paris; Elève des Beaux Arts, Paris; m. Margaret Ward Wamsley, August 15, 1903; m. 2d, Anita Rio Higgins, April 1962. Portrait painter; has painted numerous portraits, including Dr. Jessica Cosgrave, Pres., Finch Junior College, "Engraver at Work," water color portrait, Brooklyn Museum, Dr. Alfred B. Butts presented to Univ. ... Recipient various awards including: Laymember's prize, Salmagundi Club, 1943; Archer M. Huntington Award, Hudson Valley Art Assn., 1956. N.A.; pres. N.Y. Water Color Club, 1931-41, when club merged with Am. Water Color Soc.; mem. Painters and Sculptors Gallery Association, Allied Artists of Am. (pres. 1952-53), N.A.D. (council), Old Lyme Art Assn. Clubs: Nat. Arts, Salmagundi. Author: Timothy Cole, Wood Engraver (with Margaret Ward Cole), 1936. Home: Hotel Chelsea, 222 W. 23d St., N.Y.C.; (summer) Old Lyme, Conn. ☆27

COLE, Benjamin Richason, newspaperman; b. Indpls., July 10, 1916; s. Almon Theodore and Maude (Richason) C.; student Butler U., 1934-..., Ind. State Tchrs. Coll., 1938, Am. Press Inst. at Columbia, 1948; m. Alice Louise Porteous, Sept. 11, 1937; children—Alan Andrew, Amy Alice, Benjamin Richason. Reporter Terre Haute Tribune-Star Pub. Co., 1938-40; reporter Terre Haute Star, 1940-4...; with Indpls. Star, 1944—, statehouse reporter, 1945-48, asst. city editor, 1948, city editor, 1948-49, Washington corr., 1949—; correspondent Arizona Republic, Phoenix, 1955—. Mem. Nat. Press Council. Presbyn. Mem. Sigma Delta Chi. Presbyn. Mason. Clubs: Nat. Press (Washington); Press (Indpls.). Home: 1732 Beverly Av., McLean, Va. Office: Albee Bldg., Washington 20005.

COLE, Charles Chester, Jr., coll. dean; b. Altoona, Pa., Sept. 12, 1922; s. Rev. Charles Chester and Kathryn Platt (Snyder) C.; A.B., Columbia, 1943, M.A., 1947, Ph.D., 1951; m. Mary Elizabeth Ewald, Apr. 20, 1944; children—Phyllis, Dorothy, Barbara Elizabeth. Lectr. history Columbia, 1946-49, asst. dean Columbia Coll., 1949-57, asso. dean, 1957-..., instr. history Briarcliff Jr. Coll., 1949; dean Lafayette Coll., 1958—. Cons. coll. entrance exam. bd. State U. N.Y. Served as 1st lt. 8th Air Force, USAAF, 1944-45. Recipient Carnegie Corp. adminstrv. travel grant, Nat. Sci. Found. grant. Mem. Am. Hist. Assn., Assn. Higher Edn. (exec. com. 1955-58), Pa. Assn. Deans, Phi Beta Kappa, Alpha Phi Omega, Phi Alpha Theta. Presbyn. Author: The Social Ideas of Northern Evangelists, 1826-1860, 1954; Encouraging Scientific Talent, 1956; Flexibility in the Undergraduate Curriculum, 1962. Home: 233 Reeder St., Easton, Pa.

COLE, Charles Wilbur, hotel exec.; b. Des Moines, Ia., Dec. 6, 1912; s. William and Mary Ellen (Hawn) C.; m. Lola Marie Cogan, Nov. 17, 1945; 1 son, Barry. Pres. Marine Inn, Sacramento; v.p., gen. mgr. Hotel Utica, 1958—; owner, pres. Cole Hotel, Albuquerque, 1959—. Home: 4225 N. Ridge Av., Los Angeles.

COLE, Charles Woolsey, former college president and ambassador; born in the city of Montclair, N.J., Feb. 8, 1906; s. Charles Buckingham and Bertha Woolsey (Dwight) C.; A.B., Amherst Coll., 1927, L.H.D., 1942, LL.D., 1960; A.M., Columbia U., 1928, Ph.D., 1931, LL.D., 1954; LL.D., Williams College, 1946; Wesleyan University, 1946, Williams Coll., 1946, Doshisha University, 1951; Litt.D., Hamilton College, 1948; Sc.D., Clarkson Coll., 1948; L.H.D., University Mass., 1951, Trinity Coll., 1953; LL.D., Am. Internat. Coll., 1953; m. Katharine Bush Salmon, Aug. 29, 1928; children—Elizabeth (Mrs. Hugh M. Hamill, Jr.), Katharine (Mrs. John C. Esty, Jr.). Instr. history Columbia University, 1929-35; travelling fellow Social Science Research Council (Paris), 1932-33; associate professor economics, Amherst Coll., 1935-37, George D. Olds prof. econs., 1937-40; visiting lectr. econs. Yale U., 1938-39; prof. history, Columbia U., 1940-46; pres. Amherst Coll., 1946-60, pres. emeritus ...; ... Rockefeller Found., 1960-61; U.S. ...

... Am. Assn. Univ. Profs., Am. Hist. Assn. ... 1947-50), Coun. on Foreign Relations, ... Beta Kappa, Delta Kappa Epsilon. Delta ... Congregationalist. Clubs: Century ... (both in New York City, New York). ... French Mercantilist Doctrines Before Colbert ...; Colbert and a Century of French Mercantilism, 2 vols., 1939; French Mercantilism ... (with S. B. Clough), 1941; French Mercantilism ...; 1943; History of Europe (with C. J. H. ...), 1949; (with C.J.H. Hayes and M. Baldwin), 1949; (with C.J.H. Hayes and M. Baldwin) History of Western Civilization, ... Home: Pelham Rd., Amherst, Mass.

COLE, Chester Frederick, educator; b. Spokane, ..., Mar. 10, 1910; s. Orin Hale and Hazel ... C.; B.A., Eastern Wash. Coll. Edn., 1937; M.A., U. Wash., 1941; Ph.D., U. Neb., 1951; m. ... Christine Hellebust, Aug. 10, 1947; ...—Betty Jean, ... Ray. Faculty ... pub. schs., 1933-4..., 1946; instr. geography ... Neb., 1946-47; with Fresno State Coll., 1947—, ... to asso. prof., 1947-50, prof., 1950—, ... dept. geography, 19...—; summer vis. prof. ... San Diego State Coll., 1951, U. Vt., ... 55, 57, 6), Eastern Wash. Coll. Edn., 1953, ... State Coll., 1959, 61, 6..., others. Pvt. to ... AUS, 1942-46; lt. col. Res. Fellow Am. ... Soc.; mem. Internat. Geog. Union, Assn. Am. ... Nat. Council Geog. Edn. (past mem. ...), Assn. Pacific Coast Geographers (pres. ...), Cal. Council Geography Tchrs. (past ...), Regional Sci. Assn., A.A.A.S., Cal. ... Assn. Assn. Cal. Coll. Profs., Am. Fedn. ..., Sigma Xi, P. Gamma Mu, Phi Kappa Phi. ... Contbr. articles to profl. jours. Home: 6032 ... St., Fresno, Cal.

COLE, Clarence Lorraine, educator; b. Lowell, ..., Apr. 30, 1905; s. Claude Lorraine and Mary ... (Schneider) C.; B.S., Mich. State U., ... M.S., University Minnesota, 1936, Ph.D., ...; m. Kathleen Rebecca Corr, December 23, ...; children—Kathleen (Mrs. John Henneghan), ... Lorraine (Mrs. Wayne Dakotic), Richard ..., David Lee. Instructor animal scis. U. Minn., ... field trials artificial insemination, collaborator development new swine breed, 1933-37, supt. br. ... sta. U. Minn., 1936-5..., head dept. dairy husbandry, 1938—; asso. prof. animal breeding Mich. State U., 1938-45; asst. dir. marketing Willys Overland, Toledo, 1945-46; farm counselor, sales, also ... Number 1 herd improvement Guernsey Herd, ... Mem. Mich. State Guernsey Breeder Assn. (... 1947-50), Mich. Purebred Dairy Cattle Assn. (... 1948-50), Minn. Livestock Breeders Assn. (... 1951-56), Am. Dairy Sci. Assn., Am. Milking ... Soc. (dir.), Dairy Shrine. Gamma Sigma ..., Sigma Xi. Roman Catholic. Home: 2400 N. ... St., St. Paul 13.

COLE, Clifford Adair, clergyman; b. Lamoni, ..., Nov. 16, 1915; s. Fayette V. and Mabie F. (...) C.; student Graceland Coll., Lamoni, 1934-..., 41-42, U. Wyo., 1938; B.S. in Edn., Central ... State Coll., 1943; student U. Ia., 1946, U. ..., 1952; M.A. in Edn., U. Mo. at Kansas City, 1957; m. Harriett Lucile Hartshorn, June ..., 1937; children—Aletha Rae (Mrs. Justus S. ...), Beverly Sue, Lawrence Dean. High sch. ... Lamoni, 1943-46, Bellevue, Ia., 1946-47; ordained to ministry Reorganized Ch. of Jesus Christ of Latter Day Saints, 1935; minister in ..., 1947-51; dean students Graceland Coll., 1951-...; dir. dept. religious edn. Reorganized Ch. of Jesus Christ of Latter Day Saints, 1955-58, apostle council twelve, 1958-65, pres. council, ...—. Trustee Sch. Restoration Reorganized Ch. of Jesus Christ of Latter Day Saints; mem. bd. ... Sch. Religion. Mem. Phi Sigma Pi, Zeta ..., Kappa Delta Pi. Author: The Prophets ..., 1954; Working Together in Our Families, ...; Celebrating Together in Our Families, ...; Faith for New Frontier, 1956; The Revelation ... Christ, 1963; Modern Women in a Modern ..., 1965. Home: 800 E. Manor Rd., Independence ... 64050. Office: Reorganized Ch. of Jesus Christ of Latter Day Saints Auditorium, Independence, Mo. 64051.

COLE, Cozy, see Cole, William R.

COLE, David L., lawyer; born Paterson, N.J., ...; s. Nathan and Ethel (Feldman) C.; ... Harvard, 1921, LL.B., 1924; LL.D., Fairleigh ... University, 1964; m. Helen M. David, ..., 1925; children—Elizabeth, Morrill J., ... T. Admitted N.Y. State bar, 1925, N.J. ... bar, 1926, and practiced, Paterson, N.J., since ...; mem. firm Cole, Morrill & Berman, 1932—, ... counsel, Paterson, N.J., 1932; active in labor ... as counsel for employer groups in textile industry 1926-42; dir., Counsel Comml. Nat. Bank, 2d ... Bank, Paterson 1937-49; chmn. N.J. State Bd. ... and pub. mem. 2d Reg. War Labor Board, ... (chmn. W.L.B. steel and iron ore panels, ...) chmn. Northern Textile Commn., 1945-46; impartial chmn. named in numerous labor contracts; ... labor difficulties; chairman of the ... board inquiry Bituminous Coal Industry, 1949, 50, Longshore Industry, 1953; mem. or ... President's Emergency Bd. on dispute between ... and 16 unions representing their non-operating employees, 1948, 52, Ry. Express Co., 1949, ... Pilots, 1951, Eastern Air Lines-Pilots ... Engineers, 1953; gov. National Academy ... Arbitrators, 1948-52; pres. 1951-52. Chairman ... panel N.Y. City Transit, 1951—; chmn. ... Transit fact finding board, 1953, 57, N.J. ... pub. utility arbitration bds., 1946 telephone ..., pub. service electric cases; mem. President ... Steel Industry Bd., 1949; director Fed. Mediation and Conciliation Service, 1952-53; chmn. N.J. ... Com. on Pub. Utility Strike Legislation, 1954. ..., labor's adv. com. on atomic energy, ... cons. Internat. Labor Orgn., Geneva, ... 61; mem. President's Labor-Mgmt. Adv. ..., 1961—; pub. mem. Kaiser Steel Long-Range ...

NAEB

National Educational Radio

A DIVISION OF THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

1346 Connecticut Avenue N.W. Washington D.C. 20036 Telephone 667-6000

EXECUTIVE DIRECTOR
ROBERT A. MOTT

January 23, 1969

Mr. Donald R. Quayle
General Consultant
Corporation for Public Broadcasting
555 Madison Avenue
New York, New York 10022

Dear Don:

As you requested via telephone, a proposal has been prepared detailing the costs of relocating the National Educational Radio Tape Network from Urbana, Illinois to Washington, D. C.

After you have reviewed the proposal, I would like the opportunity to discuss it with you in greater detail.

Timing is of the essence in this proposal. I am confident that if the Corporation sees fit to approve funds for this project, it will set in motion a chain of actions that will be extremely beneficial to public radio.

It should be made clear that I envision this proposal as one of a series. Other logical steps that would be appropriate as funds become available include the re-establishment of the NERN Public Affairs Bureau, development of a national production center, initiation of live radio networking to a group of non-commercial radio stations.

A revised proposal to replace our submittal in September, 1968, requesting funds for the NERN Public Affairs Bureau is now being prepared and will be in your hands in the near future.

I look forward to seeing you on January 28. Perhaps we'll have an opportunity to discuss aspects of the various documents I've submitted recently.

Sincerely,

Bob

Robert A. Mott

RAM:lkl
Enclosure
cc: William G. Harley
NER Board of Directors

A PROPOSAL TO RELOCATE THE NATIONAL EDUCATIONAL RADIO NETWORK FROM URBANA, ILLINOIS TO WASHINGTON, D. C.

Background

The National Educational Radio Tape Network (NERN) began in 1950 as an innovation in the mass use of tape recorded programs. Its headquarters on the campus of the University of Illinois has, for the past eighteen years, acted as a clearinghouse for the selection, mass duplication and distribution of program material produced for educational radio stations.

When the National Association of Educational Broadcasters moved its headquarters from Urbana to Washington, D. C. in 1960, the network offices and duplicating facility remained in Urbana.

The Board of Directors of National Educational Radio (supported by the NAEB Board of Directors) has taken the position that, when feasible, the network offices plus duplicating and distribution facilities should be relocated to Washington, D. C.

Financial resources have not been available.

Proposal

That the Corporation for Public Broadcasting provide funds to support relocating the network facilities. Operation in Washington, D. C. would begin July 1, 1969. To expedite the plan described in detail below, a decision to fund should be made prior to March 31, 1969.

Justification

The network should be relocated for the following reasons:

1. Efficiency. The network is housed in two buildings (separated by an intervening structure) on the University of Illinois campus. The present quarters are two old residences. Neither was designed for the present function. The fact that duplicating activity is housed in one building and the traffic and clerical functions in a second building is unimaginably inefficient. The

University has indicated verbally that its plans for the biennial budget period between July 1, 1969 and June 30, 1971 call for destruction of one of the buildings presently occupied by the network. The proposed move would result in a marked improvement in physical facilities allowing increased efficiency of operation.

2. Unity. The physical separation of NAEB and particularly of National Educational Radio from the network function creates inefficiencies. Correspondence intended for the network is routed to the Washington office and vice versa. Telephone and personal inquiries are mis-directed because of the physical separation. Administration of the network by the manager is hampered by lack of contact with the NER Executive Director and the balance of the NAEB staff. The move would result in increased supervision, improved coordination and proper control.

3. Distribution. Currently, program materials are distributed on tape by mail. From Urbana, most materials are routed through the Chicago post office for dispatch. Distribution would be enhanced by locating the network in a metropolitan area with superior postal services. Geographically, it appears that the mid-western location holds certain advantages. Our examination of patterns of mail distribution lead us to believe that, in fact, the speed will increase when the tape network is in proximity with a key postal center. This is particularly true in regard to air mail distribution of programs containing material requiring rapid dissemination.

4. Production Facilities. At present, the network lacks the necessary capacity to produce or edit program material. In the main, this work is done prior to the arrival of the tape in Urbana. Production facilities would be available from one or more educational radio stations in the Washington, D. C. area.

5. Future Expansion. The future growth of educational radio will result in expanded program offerings via tape, the reactivation of the National Educational Radio Network's Public Affairs Bureau

and, eventually, programming via live interconnection. Plans in the discussion stage envision a sequence of events and services that will require the juxtaposition of all these activities in Washington, D. C.

Since the nation's capital is the prime area of news and public affairs program material, the Public Affairs Bureau must be in Washington, D. C. When live network radio is initiated for educational stations, a key origination point will be Washington, D. C. The establishment of the tape network is the first step in a logical sequence of expansion events envisioned for public radio.

Summary

On the basis of efficiency, unity of effort, improved distribution, creation of production facilities and future expansion and growth of public radio, the relocation of NERN from Urbana to Washington, D. C. is justifiable.

Proposed Schedule

It is proposed that the physical move be accomplished in late June and early July, 1969. This time frame was selected for a variety of reasons. The network begins its new fiscal year on July 1. Realistic cost accounting would result from a total year's operation in a single location. The production schedule of network programming is at its lowest ebb during June, July and August. The present network manager has resigned effective June 30, 1969. The phasing of new personnel with the relocation is desirable. (Note: Personnel employed at Urbana will not relocate to Washington, D. C.)

To avoid a time lag in the duplicating and distribution process, (which would increase the costs) the move would be made in a single phase.

June 1	New tape network manager reports to Urbana for orientation. Production schedule increased to allow for down time during move.

June 24	Production terminates in Urbana	
June 25-26	Pack for move.	
June 27	Load	
June 28-29	In transit	(Note: Schedule for period June 25-June 30 provided by three transfer companies)
June 30	Off load	
July 1	Set up	
July 2	Resume operations	

Costs

The proposal includes those charges incurred by the actual move plus anticipated increased operating costs during the period of one year.

Actual Move

Packing, Loading, Shipping, Off Loading, Unpacking (This figure is based on estimates from three transfer companies. The maximum figure is used but the minimum estimate was $2,600)	$ 5,527
Space Preparation (While precise costs cannot be determined until exact physical space is identified, costs will be incurred in any case for storage, shelving, cabinetry, etc. relating to the unique usage of the space)	$ 3,000

Operating Costs

Rent (This figure is arrived at by determining an initial need for 1500 square feet of space priced at $5.25 per square foot. Estimates have run from $3.90 in the DuPont Circle Building to $5.25 for a variety of locations. Negotiations with American University indicate that adequate space may be available at that institution within the scale indicated above. Currently, NERN pays $1,500 annually to the University of Illinois. The cost indicated is the differential between current payment and the scale described.)	$ 6,375
Personnel	
Dual staffing of network manager's position from June 1-June 30	$ 1,000
Overtime Urbana period June 16-27 (accelerate duplication) 200 man hrs. @ $2.00 per hr.	$ 400
Overtime Washington, D. C. June 30-July 12 (initiate service) 300 man hrs. @ $2.50 per hr.	$ 750
Wage Differential (An increase factor of 10% between wages and salaries being paid in Urbana and those anticipated in Washington, D. C. is included. Figure is based on 10% of 1969 fiscal NERN budget.)	$ 4,500
Contingency (5% of total) (Delay in physical move, insurance, travel, equipment damage, etc.)	$ 1,078
TOTAL FOR PROJECT	$ 22,610

Increased personnel and rental costs will be absorbed by NERN following the support requested for the initial period.

The grant is to be made with the understanding that costs indicated are maximum. All unspent funds would be returned to the Corporation for Public Broadcasting.

January 14, 1969

Mr. Hartford N. Gunn, Jr.
General Manager, WGBH
WGBH Educational Foundation
125 Western Avenue
Boston, Massachusetts 02134

Dear Hartford:

The enclosed reaction to your Public Radio System Model has been sent to those attending the November 8 meeting in New York, to the National Educational Radio Board of Directors and to Ward Chamberlin, Robert Swezey and Don Quayle.

NAEB/NER has not taken an official position on the question of radio interconnection. As you undoubtedly know, the unofficial view is that interconnection is -- in the long range -- essential for the future of public radio.

It is interesting, I think, that the problems stem not from the ultimate goal but rather from the means to accomplish the goals.

Your model and my reaction to it are at widely separated points in the spectrum. Perhaps, after additional reaction and review, there should be further discussion among those interested. Those agencies asked to support an educational radio network will then understand what is required.

One possibility is that after the CPB-Ford study of public radio is completed about March 1, funds be sought to employ a staff to develop a precise networking plan. Would not the Ford Foundation and the Corporation for Public Broadcasting agree with this suggestion?

Sincerely,

Robert A. Mott

RAM:lkl
Enclosure

January 14, 1969

Mr. Samuel C. O. Holt
Director
The Public Radio Study
1384 Massachusetts Avenue
Cambridge, Massachusetts 02138

Dear Sam:

As discussed in the November 8, 1968 meeting at WNYC, New York and as discribed by Hartford Gunn's proposal, a National Public Radio System has much to commend it.

The National Association of Educational Broadcasters and its National Educational Radio Division have not yet taken an official position regarding the model.

Attached is reaction prepared by the NER Executive Director. It is hoped that other participants in the November 8 conference will react to the proposal and that meaningful discussions concerning an interconnected radio network will continue.

NER would appreciate receiving copies of any comments made concerning the attachment or Hartford Gunn's proposal.

Sincerely,

8

Robert A. Mott

RAM:lkl
Enclosure

January 14, 1969

Mr. Richard Catalano
The Ford Foundation
320 East 43rd Street
New York, New York 10017

Dear Dick:

As discussed in the November 8, 1968 meeting at WNYC, New York and as discribed by Hartford Gunn's proposal, a National Public Radio System has much to commend it.

The National Association of Educational Broadcasters and its National Educational Radio Division have not yet taken an official position regarding the model.

Attached is reaction prepared by the NER Executive Director. It is hoped that other participants in the November 8 conference will react to the proposal and that meaningful discussions concerning an interconnected radio network will continue.

NER would appreciate receiving copies of any comments made concerning the attachment or Hartford Gunn's proposal.

Sincerely,

Robert A. Mott

RAM:lkl
Encls.

January 14, 1969

Mr. James Day
General Manager, Station KQED
Bay Area Educational Television Association
526 Fourth Street
San Francisco, California 94107

Dear Jim:

As discussed in the November 8, 1968 meeting at WNYC, New York and as described by Hartford Gunn's proposal, a National Public Radio System has much to commend it.

The National Association of Educational Broadcasters and its National Educational Radio Division have not yet taken an official position regarding the model.

Attached is reaction prepared by the NER Executive Director. It is hoped that other participants in the November 8 conference will react to the proposal and that meaningful discussions concerning an interconnected radio network will continue.

NER would appreciate receiving copies of any comments made concerning the attachment or Hartford Gunn's proposal.

Sincerely,

Robert A. Mott

RAM:lkl
Enclosure

January 14, 1969

Mr. Seymour N. Siegel
Director, Station WNYC
City of New York
Municipal Broadcasting System
2500 Municipal Building
New York, New York

Dear Sy:

As discussed in the November 8, 1968 meeting at WNYC, and as described by Hartford Gunn's proposal, a National Public Radio System has much to commend it.

The National Association of Educational Broadcasters and its National Educational Radio Division have not yet taken an official position regarding the model.

Attached is reaction prepared by the NER Executive Director. It is hoped that other participants in the November 8 conference will react to the proposal and that meaningful discussions concerning an interconnected radio network will continue.

NER would appreciate receiving copies of any comments made concerning the attachment or Hartford Gunn's proposal.

Sincerely,

Robert A. Mott

RAM:lkl
Enclosure

January 14, 1969

Mr. Warren A. Kraetzer
General Manager, WUHY
4548 Market Street
Philadelphia, Pennsylvania 19139

Dear Warren:

As discussed in the November 8, 1968 meeting at WNYC, New York and as described by Hartford Gunn's proposal, a National Public Radio System has much to commend it.

The National Association of Educational Broadcasters and its National Educational Radio Division have not yet taken an official position regarding the model.

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Sincerely,

Robert A. Mott

RAM:lkl
Enclosure

January 14, 1969

Mr. James Loper
General Manager, KCET
Community TV of Southern California
1313 North Vine Street
Hollywood, California 90028

Dear Jim:

As discussed in the November 8, 1968 meeting at WNYC, New York and as described by Hartford Gunn's proposal, a National Public Radio System has much to commend it.

The National Association of Educational Broadcasters and its National Educational Radio Division have not yet taken an official position regarding the model.

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Sincerely,

Robert A. Mott

RAM:lkl
Enclosure

January 14, 1969

Mr. Jack Craine
Director, English Network
Canadian Broadcasting Corporation
354 Jarvis Street
Toronto, Canada

Dear Jack:

As discussed in the November 8, 1968 meeting at WNYC, New York and as described by Hartford Gunn's proposal, a National Public Radio System has much to commend it.

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Sincerely,

Robert A. Mott

RAM:lkl
Enclosure

January 14, 1969

Mr. Ward B. Chamberlin
Vice President
Corporation for Public Broadcasting
545 Madison Avenue, 6th floor
New York, New York

Dear Ward:

A National Public Radio System was discussed in detail at the Suffern, New York conference sponsored by the Ford Foundation and the Corporation for Public Broadcasting.

Additional discussion was continued by a smaller group at a meeting November 8 at WNYC, New York.

From that meeting a model was developed. While the National Association of Educational Broadcasters and its National Educational Radio Division have not taken an official position, the attached reaction to the model seems appropriate.

It is our hope that there will be other reaction and that additional meetings will be called. I would be pleased to meet with appropriate officers of CPB to discuss the model and my reaction to it.

Sincerely,

Robert A. Mott

RAM:lkl
Enclosures
cc: Mr. Robert Swezey
Mr. Donald Quayle

The Model for A National Public Radio System, drafted by Hartford N. Gunn, Jr., following the November 8, 1968 planning meeting at WNYC in New York, establishes goals that are attainable and desirable for public radio.

Before any model is activated, there should be reaction to the proposal which evolved from the planning session.

This is one reaction coupled with a proposed alternative. (Referral to the initial document will be of assistance as this paper is studied.)

I. Status of Radio Today.

The evaluation of the status of radio today is, perhaps, too harsh. It is realistic. Our principal concern must be what radio can be and what it can do. The network structure should be built on a foundation of existing stations.

II. The Basic System.

The suggestion that "listeners must be able to identify this sort of programming (public radio) in a flash" is desirable but impractical. We would agree with the concept that the programming must have a character and, if possible, a "sound".

It would seem that audiences will be established by an extensive promotional effort rather than "sound".

At some future time, other national public radio services may develop. However, at this critical period, the need is for maximum thrust toward a single effective national service. This system must be national in scope reaching markets in major population centers on both the east and west coasts. The network interconnection must be routed in such a way that optional stations can join the network of key affiliates with maximum convenience and minimum cost. A third level of program service, via tape delay, must be available to non-interconnected stations outside the technical parameters of the network. Other networks should be foreclosed for the present. Any public radio network project developed in the near future should provide three level service including key, optional and tape affiliates.

The number of key stations should be a matter for continued discussion. Five to eight stations (as proposed on page three of the document) seems inappropriate. A more realistic number of affiliates is ten (as listed in page 8 of the document). Assuming a willingness by licensees to participate can be generated, the value of the experiment would be enhanced by increasing the number of key stations.

The basic production facilities for the network should not be limited to the key stations. Rather, a separate production center should be established. Key stations should have the capacity for occasional production on an "as needed" basis.

If the production capacity of a national network is entwined within the staff and facilities of five to eight key affiliates, provincial programming concepts will prevail. Program objectivity and balance for a national audience can best be obtained by physical separation from affiliated stations.

III. The Program Service.

There is concurrence and support for Items One through Four. This reactor questions the need for 24 hour service. There may be occasions when non-stop programming is desirable. Perhaps continual broadcast service is an appropriate goal. As an initial network service, full day broadcasting would be costly. The task of filling the full day with quality programming would cause a challenge to creativity that cannot be met.

The criteria for the key stations needs re-examination.

The legality of the requirement that key stations adhere to certain network demands re program hours requires review.

If the Federal Communications Commission must be involved in a decision on this question, valuable time will be lost. It is agreed that the legal issue can be circumvented. The time delay is the factor at issue.

The question of the willingness of licensees in key markets to commit their stations to all-network programming should be resolved.

Before the model is developed, firm commitments should be obtained from key stations in a minimum of ten markets. To test the model the fewer key affiliates would result in a limited national reaction.

Initiating a public radio service on a nine hour per day level minimum (as proposed) would create an economic and cultural shock that would prove detrimental to long range goals.

Moving quickly from zero hours to nine or more per day would result in these inherent difficulties:

A. Funding. What sources, if any, are available to support the model? Network costs should relate to potential sources of support.

B. Station acceptance. What number of stations -- including the critical key affiliates -- will be able to absorb this volume of program service?

C. Creativity. This quality is not available in abundance. Nor can it be developed on short notice. It can be purchased if the dollars are available.

D. Planning. The development of a nine hour (or longer) program day would require a lengthy period for tooling up -- both technically and creatively.

E. Personnel. We have agreed in discussing the status of radio today that television has absorbed many of the creative and top executive people. It is true that dollars can resolve this problem but the source of supply is limited. The search will be long and arduous. The model will stand or fall on the results of the personnel available.

F. Instant Success. Immediate pressure will develop for instant success and acceptance of the network. An opportunity must be provided initially for limited, moderate or no success (i.e., failure).

The model is entitled to an adequate period of testing.

G. Limited opportunity for regional and local programs. If the model is to function at the nine hour mandatory level plus six additional hours within time frames selected by the local station, an adequate opportunity for regional and (particularly) local programming will not accrue. Public radio stations need a national service that is in balance with listener's desires for local and regional programming.

These and similar difficulties would be experienced in developing a model that mandates instant, all-inclusive key station networking.

Alternative plans should be put forth. One such is at the conclusion of this paper.

IV. National Public Radio System Corporation.

The Corporation board should include representatives from some (but not all) key stations. Other board members should be chosen from optional station affiliates and from stations utilizing the system's tape delay service. A suggested formula:

Four key station members, two optional station members, two tape delay station members. Seven public members would also be chosen.

V. Initial Key Stations.

There is concurrence with the first two recommendations.

It is unnecessary that the station be FM. It is unnecessary that the station be licensed to a broadly based community board. It is vital that the licensee have a community orientation. A broadcast licensee with a narrow view of programming will not suffice.

The technical standards outlined should represent the ultimate rather than the requisite for initiating the model. Development of technical facilities can move forward as funds become available through Title I. To suggest that the limited number of dollars available for educational radio station development and expansion be channeled for construction of stations for the model network is disadvantageous politically.

The writer disagrees with the proposal that the Wisconsin State Network be used as a test for areas identified as less urban or rural.

At the Suffern, New York Conference in October, 1968, the thesis was advanced that key stations in a model network would be required to make a total commitment to the network broadcast schedule. It was pointed out that many colleges and university stations are well established and provide a viable program service. Certainly, the Wisconsin State Network is so engaged. It is difficult to see how it could participate in the model without abrogating its current local and state responsibilities.

Nonetheless, it is desirable that the model be tested in a non-urban environment since nearly half of all Americans live in small cities, small towns and rural areas. The cliche that 70% are urban rests on the antiquated and misleading assumption that any town of 2500 or over is "urban". Correcting this to make 50,000 or over the urban base, together with the immediate suburbs, we find that 46.5% of our population is really rural.* (If the 1965 population figures are corrected for this base, there are 88 million rural Americans.)

A better test might be made by the five stations licensed to educational institutions in the state of Utah. The market sizes, types of licensee and isolation factors are present to make Utah a significant test area.

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* Based on Professor Harold Wolman's article in the October, 1968, COMMONWEAL.

VI. Cost of the System.

The ideas put forth in the initial paper merit general concurrence.

One cost item that must not be overlooked is that share of the budget allocated to promotion. It is essential that NPRS be funded at a level providing for a top flight promotional effort utilizing all media. It is recommended that a budget ranging between 10 and 15% of the total project cost be allocated for promotion.

As Frank Gillard of the BBC points out, the length of the experimental model may be a key factor. (Gillard suggests a run of three of four years before evaluation.) With adequate promotion, the evaluation of NPRS could be made sooner -- perhaps at the end of each year of operation.

A precise cost estimate is not currently possible or necessary. It is clear that the model proposed in the initial paper is far beyond the current resources of the Corporation for Public Broadcasting.

Therefore, an alternative proposal is made on the following pages.

A PHASED DEVELOPMENT OF A NATIONAL PUBLIC RADIO SYSTEM

For reasons previously set forth, it is proposed that the National Public Radio System be developed by phases. The result would be more program service for more stations and their listeners.

The phasing would provide a pattern of expansion that should be consistent with the resources available to the Corporation for Public Broadcasting.

The time frame proposed:

I.	Planning Phase	Date to 30 June 1969	
II.	Initial Operation	1 July 1969 to 30 Sept. 1969	(3 months)
III.	Limited Operation	1 Oct. 1969 to 31 Dec. 1969	(3 months)
IV.	Increased Operation	1 Jan. 1970 to 31 Mar. 1970	(3 months)
V.	Expanded Operation	1 Apr. 1969 to 30 June 1970	(3 months)
VI.	Extended Operation	1 July 1970 to 30 June 1971	(12 months)

Two assumptions are made in putting forth the phased concept.

First, that interconnection costs will be available to NPRS at free or reduced rates for variable periods of broadcast. (Previously tariffs have been such that it was uneconomical to plan

a program service of less than eight hours daily.) It is essential that interconnection charges be negotiated to allow for a phased expansion of network program hours and that the network facilities be available on a daily basis.

Second: Impact, awareness and viability of a national radio network can be established by broadcasting on a large number of stations for limited periods in a fixed time schedule as well as by extending hours of broadcasting on a sharply limited number of stations in urban markets with a large number of competing media.

PHASE I Planning (Date to June 30, 1969)

It is imperative that some form of interconnected live radio broadcasting begin in the immediate future. A practicable date (for a limited schedule) is July 1, 1969. (A roll back to August or September 1 would be acceptable)

The planning phase should include:

1. Establish the Network Capability
   A. Employ a staff including operational personnel and a news and public affairs bureau based in Washington, D. C.

B. Begin promotion effort.

C. Determine the Extent and Form of the Initial Network Service

2. Strengthen the Existing Sources of Public Radio Programs

A. Develop International Sources

B. Analyze services of the Broadcasting Foundation of America.

C. Make grants to individual stations for production of programs and series.

D. Continue the WGBH Drama Project.

E. Expand the National Educational Radio Network by providing a modest production capability and increased tape program distribution. (Note: The network would not utilize the program sources listed above prior to Phase IV)

Necessary Task: Lowering interconnection rates to a free or economically acceptable level.

PHASE II Initial Operation (July 1 - September 30, 1969 one hour daily)

During this phase, the network will broadcast one hour per day. Programming will originate from Washington, D. C. with pro-

duction by News and Public Affairs Bureau staff. Emphasis on detailed information.

(Note: It is not the purpose of this proposal to spell out the program content. It is envisioned that those program concepts developed and discussed at Suffern, N. Y. in October, 1968 would be utilized extensively.)

PHASE III Limited Operation (October 1 - December 31, 1969 two hours daily)

During this three month period, the network service would be increased to two hours daily. The basic hour of Washington, D. C. originated programming would continue.

The second hour would include the news and public affairs theme established in Phase I. However, reports would be fed to the network from a small (six to twelve) number of stations in major population centers including Los Angeles, San Francisco, Chicago, Cleveland, Detroit, Boston, New York and Philadelphia.

This technique will extend the network originations so that the content becomes truly national. Programming from affiliated stations will establish a reaction to the daily Washington Report.

PHASE IV Increased Operation (January 1 - March 31, 1969
four hours daily)

In Phase IV the program output would double. The programming initiated in earlier phases would be continued. Additional programs would include consumer services, criticism, talk, discussion, and other accepted program formats. The network would continue essentially as an informational service.

Two innovations are suggested for Phase IV.

1. Live International Originations
2. A limited number of domestic 'specials'.

By early 1970, the network staff should have the capacity to develop program fare from international sources. A variety of potential originations can be developed. (Again, concepts and formats discussed at the Ford-CPB meeting at Suffern, N.Y. should be brought into play.)

The proposal for the broadcasting of a limited number of domestic 'specials' takes the following form.

During the 90 day period the network should program a few (three to six) events that occupy the major portion of one program day. The four hour limitation would be broken and the format revised.

The network staff should search for events with these characteristics:

1. Relatively simple technical competence required.
2. The event is firmly scheduled and the broadcast of it can be extensively promoted in advance.
3. The event has social implications and the public will benefit by the immediate dissemination of the information developed.
4. The event is organization oriented, i.e., selection of the event for broadcast will relate to a national group (American Association for the Advancement of Science, the National Education Association, the American Medical Association, etc.)

V. Expanded Operations (April 1 - June 30, 1970 six hours daily)

In Phase V the daily program offering will be expanded again. Programs and formats described previously will continue. Major additions will include music and drama.

VI. Extended Operation (July 1, 1970 to June 30, 1971 eight hours daily)

After a four phase development of program service, over a period

of twelve months, the network extends the daily offering by two hours. The schedule holds for the ensuing twelve months.

The program schedule would be developed from the experiences gained in Phases II-V.

Critical factors in Phase VI would include:

1. Promotion
2. Audience Surveys
3. Cost analysis
4. Improved program sources
5. Increased second level service to stations not connected live.

A decision on the future operation of the National Public Radio System should be made prior to March 31, 1961.

A Model for

A National Public Radio System

Draft by

Hartford N. Gunn, Jr.

The following discussion paper is based on a planning conference held November 8, 1968 at station WNYC in New York. Present at this meeting were:

Jack Craine	Canadian Broadcasting Corp.
James Loper	KCET, Los Angeles
Warren Kraetzer	WUHY, Philadelphia
Sy Siegel	WNYC, New York
Hartford Gunn	WGBH, Boston
James Day	KQED, San Francisco

---

also, the following as Observers

Robert Mott, National Association Educational Broadcasters
Richard Catalano, Ford Foundation
Sam Holt, Public Radio Study, Corporation for Public Broadcasting and Ford Foundation

I Status of Radio Today

Radio as a creative medium and as a national interconnected system was "killed" by television. With its greater money-making potential, television took over the national broadcasting scene and almost totally absorbed the energies and attention of top executives and creative people in the major broadcasting organizations.

As a result, radio was left without central direction, and went the way the marketplace decreed, which was to a virtually complete break-up of old networking and to the emergence of independent local stations as the dominant force in the medium. Local radio has evolved into a small number of different formats, which, with only a few exceptions, have become standard all over the country.

By far the most common is the so-called "Top 40" station, in which best-selling records (rock and roll or country music) are played around the clock, interrupted occasionally by a minute or three or four minutes, of news ripped from the AP or UPI wires and read at a breakneck pace. Other standard formats include the "all talk" station on which people call the "talkmaster" and put their opinions on the air, and the "all news" station (only a few of these) where the same news headlines with variations are repeated over and over again. In a few cities, classical music is being supplied by FM stations, and in many cities, "middle-of-the-road" music has proved popular on both AM and FM outlets.

Educational radio has never been national, either in interconnection or in programming or in coverage. Of the over 300 educational stations, a great majority are low power stations designed to serve colleges and other institutions. Many of them perform useful institutional services such as training students of broadcasting or providing a lively extra-curricular

activity for undergraduates. Of the remaining educational stations many have developed special audiences to serve, such as farmers, intellectuals, ghetto residents and so forth. Most of the program service is locally originated except for a small number of programs exchanged by audio tape through NERN (National Educational Radio Network of the NAEB), some programs from foreign broadcasters obtained directly or through the Broadcasting Foundation of America, and some programs transmitted by limited live hookups of stations within a state, such as Wisconsin, or a region, such as New England.

For the most part, these efforts are severely limited by lack of resources, both creative and financial. Also for the most part, there is no certainty that non-local programs will be heard at good listening times, since their scheduling depends entirely on the attitude of each local station's management. As a result, many educational radio stations have little distinctive character or sound. In too many cases lack of funds and commitment produce inferior or amateurish programming.

With a few exceptions the overall result of this hodge-podge of educational radio is pitifully small audiences for individual stations and a lack of national visibility and concern for educational radio in general.

II The Basic System

This group feels that one of the ways educational radio can be useful and significant on a national basis is to develop a service of tightly-formatted, in-depth national and international news and public affairs, with the emphasis on analysis, commentary, criticism and good talk, with variety supplied by "actualities", performances, and experimental productions which would explore the sound medium in terms relevant to the present.

It must be recognized that such a service would be competing in many cities with 20, 30 or even 50 other stations. It must therefore offer something more than worthwhile programming. If the audience is to find it at all, this service must have a clearly definable character, or sound. Just as listeners can pick out certain rock and roll stations the minute they tune to them, so must listeners be able to identify this sort of programming in a flash.

We believe this can be done -- that a service can be produced that will be distinctive as to quality and content, and also as to the "sound" it makes. This programming would have to be offered daily in large blocks of time over stations that reach influential populations in large cities. Other stations would, also, presumably, want to broadcast the entire offering of this service. Many would for various reasons pick up only part of it.

But we propose that a group of five to eight stations form the nucleus of the network, help determine its policies, provide basic production facilities for program origination, and commit the necessary amounts of their own air time to a single format. These stations would become the key affiliates of the system and would create the system's public identification.

Other optional affiliates would take from the system whatever programs they wanted, either live or by tape delay, and thus extend the coverage of the best programs. Presumably, stations from this optional category would be added to the nucleus from time to time.

It is important to note that this system is not seen as the only possible national public radio system. For example, one cannot deny the value of the contribution being made by the Pacifica Foundation and its radio stations in special, radical, no-holds-barred intellectual programming. Nor should the exchange efforts of NER be

forgotten. Out of these and other needs may come parallel national systems. If Britain with more limited public resources can sustain four different national program services surely the United States can sustain more than one public radio system if the need can be demonstrated as we believe it can. We do not want to foreclose the options for other types of program services from other stations or networks. We propose here one model for a national public radio system which we believe would be useful and important to test.

III The Program Service

The planning group felt that the exact nature of the program service necessarily must be determined by the staff of the system in the first instance with the key stations as advisors.

However, there was general agreement on the following principles or objectives:

1) Program Content: As stated earlier the emphasis would be on analysis and commentary regarding international and national issues and events, supplemented by good talk presentations, performances, actualities such as hearings, U.N. sessions, and key meetings across the world, and experimental productions in sound and drama. The purpose of the model system would be to develop new radio personalities, producing and creative talent as well as to develop and present programming in keeping with contemporary interests, changing tastes, and needs.

2) Source of Production: The international resources of the new radio combine of the BBC, CBC and ABC (Australia) would be used. We would hope that, as this public radio system grew, it would become associated with this new combine, which is presently in search of an American partner. This would fill an important need for the combine and assure serious American participation in the world's first English language network - a participation of substantial significance to the U. S.

Basic to this system is a headquarters staff, probably located in Washington, D. C.

(a) to provide direction and coordination for the overall system

(b) to furnish special regular national reporting of Congress, The Supreme Court, Department of Defense, and so forth, and

(c) to produce and package one or more of the major program blocks.

The key stations would be responsible for feeding specific segments, features, talks, and certain time blocks. Budget would be provided for permanent producing, personnel and for expenses necessary to produce these segments and to commission talks and commentaries by journalists, authorities, and academicians.

Additional originations and program contributions would be drawn from the basic affiliates and paid for by the system.

3) Production Techniques: The director of the system and his production staff would be responsible for creating the best possible consistent "sound". Styles of presentation, quality of announcing, special audio effects, and so forth would be required of all the key members of the system so as to achieve the required "national" identification. Satire, humor, musical jingles, audience telephone participation are among the many techniques of production to be employed and tested. New modes of aural communication and expression are to be considered.

4) Program Distribution: Talk programming would be distributed by AT&T circuits live for immediate presentation over the key stations. (Tape delay for time zones might be employed where and when needed.)

For the most part, music and special sound presentation would be distributed at first on high fidelity stereophonic tape. Use of high quality microwave and domestic and international satellite circuits would be explored in search of the most desirable distribution system.

Optional affiliates adjacent to the routing of the key station network circuits would tap off these circuits for desired programs by arrangements to be determined. Other non-interconnected affiliates would receive tapes of non-timely material, probably by arrangement with the NERN.

5) - Program Scheduling: To build the largest possible audience and to provide the maximum opportunity for success of the system a consistent and identifiable sound would have to be assured for large blocks of time on the key stations. While the system might begin on a less than full schedule due to financial limitations, nevertheless, it would be essential that the participating key stations commit themselves in principle to a complete schedule. A 24 hour/day station operating schedule is ultimately envisaged with the hours between midnight and 6 a.m. devoted to repeat broadcasts and live presentations from those parts of the world active at those hours; e.g., the mid-morning programs of BCC from London would make interesting early a.m. program fare for the U.S. east coast. Of the 6 a.m. to 12 midnight daily schedule (a total of 18 hours) the key stations would agree to carry up to 9 hours at times and in blocks agreed to with the management of the system and up to an additional 6 hours of system programming each day at times within the day selected by the local station. One possible schedule would provide for network service

For information (news etc.)	6 a.m. - 9 a.m.
General local & network features	9 a.m. - noon
Network	noon - 1 p.m.
Performances & features	1 p.m. - 4 p.m.
Network service for information	4 p.m. - 7:30 p.m.

Experimental workshops & program repeats	7:30 p.m. - 10 p.m.
Special talks & world view	10 p.m. - midnight

(Note: FCC approval may be required for these arrangements. No major problems are foreseen if the arrangements are drawn properly and the goals and needs of the system and stations are understood.)

Highly flexible scheduling plans would be designed for the optional stations to meet their requirements. The nature of these scheduling plans would be adjusted according to whether they were served by interconnection or by tape distribution.

IV. The National Public Radio System Corporation

The National Public Radio System Corporation would be formed by approximately 6 (± 2 or 3) managers of the initial key stations participating. These people would in turn elect one less than an equal number of public members to join them on the board of directors. It would be appropriate for one of these public members to be the Director of NER division of the NAEB or his position might be as an ex-officio member of the board. The purpose would be to provide coordination with the NAEB and its member radio stations and NERN network.

The System's board of directors would set the broad corporate policies, budgets, etc. as well as hire the executive director. The board would also appoint a standing committee on programming from people both on and off the board to work with the executive director on matters of program planning and selection, and on setting program standards. This committee would serve as a sounding board for public opinion to the executive director and staff and as an interpreter to the public of the program practices and decisions of the system.

V Initial Key Stations

Ideally, key stations should be operating in all of the ten largest cities, since they collectively cover more than one-half of the nation's population. Some criteria for selection of the initial key stations would be these:

1) enthusiasm for the project

2) willingness to commit to the principles of programming outlined above, including provision of broadcast time, production facilities, program philosophy, and so forth,

3) a broadly based community board or community orientation for the organization holding the educational FM license or operating permit.

4) adequate technical facilities, including a minimum of one fully-equipped studio and control for network multi-microphone origination on demand, portable recording and remote audio equipment, and transmitter, recorders and consoles all having stereophonic capability; FM broadcast range of Grade B signal of a minimum of 50 miles with horizontal and vertical polarization or equivalent for adequate automobile reception.

Unfortunately, Chicago, Detroit, and Los Angeles do not have at this moment stations of either sufficient transmitter power, or commitment or flexibility to participate actively as key stations. Groups within these areas should be encouraged to create such stations. Title I facilities funds should be sought by the Corporation for Public Broadcasting to aid in their development.

There appear to be stations in the other major cities that do meet most or all of the criteria and who have expressed a willingness to commit to the idea of the National Public Radio System - WGBH-FM, Boston; WNYC-FM, N.Y.C.; WUHY-FM, Phildelphia and KQED-FM, San Francisco.

To this group must be added a station in Washington, D. C. probably the present WAMU-FM or the upcoming (Spring 1969) WETA-FM. This affiliation must be explored. It is our understanding that Mr. Holt in his radio study for the Ford Foundation and the CPB is looking into the Washington situation as well as those in Los Angeles, Chicago, and Detroit. His guidance and data will be helpful.

It has been suggested that, in addition to these large cities it might be useful to test this model system for audience reaction in a less urban or rural area. The author believes that The Wisconsin State Network might provide such a test point for the system. If Wisconsin were interested it would also test a full range of audience response among different population groupings due to the state-wide coverage by that network. Their facilities and operating performance are excellent, as Mr. Holt's study attests.

VI Cost of the System

The cost of an initial National Public Radio System would consist primarily of:

(a) Headquarters facilities

(b) Interconnection Circuits

(c) Tape distribution to Basic Stations

(d) Program and Production Costs including talent fees, permanent program and production personnel, and related production expenses.

(e) Length of the experimental model (Note: Mr. Frank Gillard of the BBC suggests strongly the need "to have a long run, of three or four years perhaps, before evaluation . . .It takes time to wean people away from existing and long-established listening habits and to get them to reorient themselves on a completely new service")

In (b), (c) and (d) above, the costs would in part be dependent upon the number of participating stations. Interconnection costs (b) would also be influenced greatly by location of stations. (e.g., reaching San Francisco would be important) and by present or future negotations regarding AT&T tariffs for audio circuits. The program and production expense would depend also on the number of hours, complexity of presentation and the talent or format involved.

In short, the cost variables are very great. Before trying to present some cost data, it would be desirable to determine how much receptivity there is to the basic idea, what sort of limits for the financing might be expected and whether the possibility exists of reduced AT&T tariffs or alternate (satellite-Canadian or U.S.) means of interconnection.

Toward the goal of determining the next steps, if any, the planning group suggests that a meeting to discuss this system be held by Fred Friendly of the Ford Foundation & Frank Pace of the Corporation for Public Broadcasting in mid-December.

NER - National Educational Radio, a division of the National Association of Educational Broadcasters assigned the responsibility of providing station relations and related professional services for educational radio stations. Located in Washington, D. C. at 1346 Connecticut Avenue, N. W. Telephone: (202) 667-6000

NERN - The National Educational Radio Network. An audio tape network providing informational and cultural programs to educational radio stations affiliated with NERN. The tape network duplicating facility was activated in 1952 at the University of Illinois in Urbana. For information on program offerings contact Tape Network Manager, NERN, 119 Gregory Hall, University of Illinois, Urbana, Illinois 61803. Telephone: (217) 333-0580

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N E W S
from
The Corporation for Public Broadcasting
555 Madison Avenue
New York, New York 10022
(212) 582-2020
(J. C. Dine)

FOR RELEASE AFTER 2:30 P.M.,

THURSDAY, 6 FEBRUARY 1969

CORPORATION FOR PUBLIC BROADCASTING NAMES JOHN W. MACY, JR., PRESIDENT

New York, February 6 -- John W. Macy, Jr., Chairman of the U. S. Civil Service Commission under Presidents Kennedy and Johnson, and a former Executive Vice President of Wesleyan University, Middletown, Connecticut, has been elected President of the Corporation for Public Broadcasting, it was announced today by Frank Pace, Jr., Chairman of the Board.

The Corporation for Public Broadcasting is a non-profit agency, Federally-chartered under the Public Broadcasting Act of 1967 to coordinate and fund public broadcasting in the United States.

(MORE)

"The Corporation is fortunate indeed to have a man of Mr. Macy's quality and ability as its President and Chief Executive Officer," Mr. Pace stated. "The Board Committee, headed by Mr. John D. Rockefeller 3rd and with Mrs. Oveta Culp Hobby and Dr. Milton S. Eisenhower as members, unanimously recommended John Macy after a most careful search for the best man available for this important post. They felt, and the Board agreed, that he will provide the leadership necessary to realize the exciting potential of public broadcasting. Furthermore, his intimate knowledge of government, his broad acceptance in the academic community, and his ability to work with people make him uniquely qualified for this assignment. This is a man of broad scope whose growth potential is still not fully realized."

In addition to the statutory job as head of the U. S. Civil Service Commission, Mr. Macy acted for President Johnson as the principal recruiter for positions at the highest levels of government. This required an extensive knowledge of government and private enterprise, and of the people in all professions and fields who could carry out major Federal responsibilities.

(MORE)

While at Wesleyan, from 1958 to 1961, as Executive Vice President, Mr. Macy combined administration and teaching, his classes having included a seminar on the Presidency, and, in collaboration with faculty members in the Economics and Religion Departments, a seminar on "Social Ethics in the Contemporary Professions."

He brought with him into the Civil Service Commission his dedication to education, and applied it not only through his programs for continuing education, but also by pioneering in the use of television for employee and supervisory development through broadcasts he inaugurated with WETA, the public television station in Washington.

His interest in continuing education for Federal employees also manifested itself through conferences on University-Government cooperation for this purpose at Princeton, Indiana University and the University of California at Berkeley.

He was a consultant to the American Foundation for Continuing Education and participated in a major two-year study on Education for Public Responsibility as a consultant to the Fund for Adult Education.

(MORE)

In his final day in the Federal Service, Mr. Macy, together with McGeorge Bundy, former Presidential Advisor, and now President of the Ford Foundation, and 18 other distinguished Americans, received the Presidential Medal of Freedom, the highest decoration the President can bestow on any civilian.

When Mr. Macy was renominated by President Johnson as Chairman of the U.S. Civil Service Commission, February 27, 1965, the White House stated: "Mr. Macy played a principal role in making Federal pay comparable to pay outside Government, in establishing a system of employee-management cooperation within the Federal service and in devising realistic approaches to better manpower utilization and more economical operation.

"He has helped make the Federal work force reflect the non-discrimination policies of the Administration through creating better employment opportunities in Government for members of minority groups, women and the handicapped."

(MORE)

Born in Chicago on April 6, 1917, Mr. Macy spent his boyhood in Winnetka, Illinois and received his secondary education at the North Shore Country Day School. After graduating from high school in 1934, he entered Wesleyan University in Middletown, Connecticut, where he majored in government. He was elected to Phi Beta Kappa, won a Thorndike scholarship and was a Rhodes scholar nominee. After graduating with a B.A. degree in June, 1938, he took post graduate work at the American University in Washington, D.C.

Mr. Macy entered government service in 1938 as a participant in the administrative intern program of the National Institute of Public Affairs. From June, 1939 until 1940, he was an administrative aide in the office of the Executive Director of the Social Security Board.

(MORE)

He transferred to the War Department in late 1940 and was involved in the Department's rapidly expanding civilian personnel program before and after Pearl Harbor. In 1943 Mr. Macy enlisted in the Army Air Force as a private and subsequently rose to the rank of Captain. His service in the Air Force included duty as Personnel Staff Officer with the Air Transport Command and as staff advisor with the military advisory group in China. In 1946 he was discharged from the Air Force and returned to his position as Assistant Director of Civilian Personnel in the War Department.

From 1947 until 1951, he served the Atomic Energy Commission as Director of Organization and Personnel in the Santa Fe Operations Office. In 1951 he was Executive Officer of the atomic tests at Las Vegas, Nevada, and later served as Special Assistant to the Under Secretary of the Army.

In August, 1953, Mr. Macy was appointed to the U. S. Civil Service Commission's top career post - Executive Director. In 1957 he was one of ten men in the Federal career service who received the award of the National Civil Service League. In 1958 he received the Award of the Society for Personnel Administration and the Commissioner's Award of the Civil Service Commission. Both the Secretary of the Army and the Secretary of the Air Force conferred upon him the Distinguished Civilian Award in 1958.

(MORE)

Mr. Macy left the Commission in January, 1958 to accept the position of Executive Vice President of Wesleyan University, his alma mater.

After his return to Washington as Chairman of the Civil Service Commission in 1961, Mr. Macy served in various capacities on Presidential committees, commissions and task forces. He was Executive Secretary of the Board of the President's Award for Distinguished Federal Civilian Service; Chairman of the Interdepartmental Committee for the Voluntary Payroll Savings Plan (for purchase of U.S. Savings Bonds); and a member of the President's Council on Aging. He had full responsibility for fund-raising within the Federal Service for voluntary national health and welfare agencies. He was a member of the President's Committee on Equal Opportunity. On November 19, 1964, Mr. Macy was designated by the President to recommend prospective men and women of character, ability and devotion to serve in leadership positions subject to Presidential appointment.

In the last six years, Mr. Macy has received honorary LL. D. degrees from Dartmouth, Colgate, Wesleyan, Cornell of Iowa, Allegheny College, University of Delaware, Indiana State University and Eastern Kentucky University.

(MORE)

Mr. Macy is a past president (1958-59) of the American Society for Public Administration. He is married to the former Joyce Hagen and they have four children: Thomas Lawrence, Mary Derrick, Susan Bradford and Richard Hagen. Their home is in McLean, Virginia.

-END-

CORPORATION FOR PUBLIC BROADCASTING
545 Madison Avenue
New York, New York 10022

January 14, 1969

RE: CHANGE OF ADDRESS

Effective January 23, 1969 the New York offices of Corporation for Public Broadcasting will be located at:

555 Madison Avenue (8th floor)
New York, New York 10022

Telephone: (212) 582 - 2020

Very truly yours,

Richard J. Clavell

Richard J. Clavell
Business Manager

RJC:ro

January 15, 1969

Mr. Joseph C. Dine
Information Consultant
Corporation for Public Broadcasting
545 Madison Avenue, 6th floor
New York, New York 100222

Dear Joe:

Miss Landreth delivered the material we discussed at lunch to your Washington office on Monday afternoon. I trust you received it.

I've some second thoughts about a glossary of terms. First, I discover that the National Catholic Office for Radio and Television (NCORT) at One Rockefeller Plaza, New York has published such a glossary. If you review a copy you'll find it is generally satisfactory but it unfortunately does not define some of the language used in our facet of broadcasting.

For example, terms excluded are:

Public Radio
Non-commercial Radio
Educational Radio;
Instructional Radio
Campus Radio
College Radio

Perhaps a liaison can be established whereby educational broadcasting's terminology could be included in an updated version of the NCORT Glossary.

Finally, I'm reluctant to impose our definitions on others. Since a rather extensive study is being made by Samual Holt of Educational Radio it might be that Holt and his crew could offer the best definitions available.

I'll await your reaction. It was good talking with you and we are looking forward to continuing our excellent association with the Corporation for Public Broadcasting.

Sincerely,

Robert A. Mott

RAM:lkl

DRAFT

A PROPOSAL FOR EDUCATIONAL RADIO PROGRAM PRODUCTION AND DUPLICATION (Phase B) AT THE NATIONAL AUDIO CENTER

This proposal encompasses the period
from July 1, 1969-June 30, 1972

Objectives

Provide impetus and capability to a long established, growing nationwide educational radio program service. Provide a quality production and duplication facility for the National Educational Radio Network.

Provide new programs that help identify, clarify and articulate important issues of our time.

Stimulate the availability of programs for production and duplication through fresh and long-awaited new approaches to educational radio.

Functions

Phase I (July 1, 1969 to December 31, 1969)

Currently, the National Educational Radio Network is located at the University of Illinois. When moved, the network will

become an integral part of the National Audio Center. The initial effort would be to establish its function, equipment and staff in space at the proposed center. The duplication of taped radio programs (instructional and general interest) would continue at its present level. One hundred fifty three educational radio stations now receive a minimum of five hours of taped programming per week.

Phase II (January 1, 1970 to December 31, 1970)

The program duplication activity would be augmented by a Radio Public Affairs Bureau. This unit will produce, record and duplicate additional taped broadcasts at a minimum level of two hours per week. The Public Affairs Bureau will provide a daily audio news service via telephone tape to educational radio stations.

Phase III (January 1, 1971 to December 31, 1971)

Continue and expand the activities initiated in Phase I and II. Expand facilities, equipment, space and staff to provide for an independent production center for programs to be distributed via a National Public Radio System. It is envisioned that such a system will be developed (see Implementation Section) by the Corporation for Public Broadcasting.

More than 100 public radio stations will be interconnected for live radio programming. The National Audio Center would serve as the production base and network headquarters.

Phase IV (January 1, 1972 to June 30, 1972)

Expand and facilitate production and duplication activities described in earlier phases. Examine directions for new educational radio development. Implement all facets. Throughout, planning, research and development would be concurrent.

Equipment and Space

Phase I Equipment

All equipment required is available in the network offices and production center located at the University of Illinois.

Duplicating and recording equipment was purchased from Ampex Corporation in mid-1968. Office equipment is adequate. Necessary production facilities would be rented from WAMU-FM, the educational radio station at The American University.

Space

Minimum of 1500 square feet of space required for editing, traffic, duplicating, offices, tape and program storage.

Phase II Equipment

Remote broadcast equipment for live, direct and recorded radio production. A van equipped as a radio mobile unit. Tape editing facilities. Radio production studios and control rooms would be desirable but WAMU-FM facilities are available on a rental basis and could be utilized temporarily.

Space

Additional square footage totaling 750 feet required. Includes receptionist-secretarial-traffic space. Work areas for writer-reporter-editor teams. Limited space for storage of supplies and equipment. Small conference room to be utilized as well for broadcast interviews. Public Affairs Bureau will utilize space and equipment available from Phase I.

Phase III Equipment

Minimum of two major radio production studios and control rooms equipped for all facets of public and instructional radio program production. Included are a variety of "talk" programs, small music groups, ensembles and individual performers, dramatic productions and experimental activity including a "classroom of the air" in one studio. Stereo capability required for music and dramatic productions.

An operational facility providing the capacity to originate, operate and switch a live interconnected educational radio network functioning eight hours daily.

Space

1800 square feet:

Two studios @ 500 sq. ft.	1000
Two control rooms @ 200 sq. ft.	400
Operations	400

When staff size is finalized, office and work space will be determined.

Phase IV Equipment

No major changes except for replacement or upgrading to meet technological change or to accomodate related activities of the National Audio Center such as Demonstration and Display.

Space

No major adjustment anticipated.

Support (Financial - Personnel)

Phase I Financial

The National Educational Radio Network is presently financed by membership service charges. The current operating budget if $68,000. It is anticipated that the budget for the fiscal period July 1, 1969 to June 30, 1970 will continue at or slightly above (Maximum $75,000) the present level.

While final approval is still pending, the Corporation for Public Broadcasting has indicated a willingness to grant

$65,000 to be utilized in calendar 1969. The assumption is that the major share of this grant would be utilized in the last six months of 1969.

In addition, the Corporation has indicated a willingness to support the relocation of the tape network facility form the University of Illinois to The American University campus. Preliminary estimates place this cost at about $25,000. A grant request will be filed with the Corporation before February 1, 1969.

Personnel

Six employees including a Tape Network Manager, an Engineer, Four Duplicating Technicians and a Secretary-Receptionist make up the Tape Network Staff. None would transfer to Washington, D. C. All six positions will be filled.

When the CPB funding is finalized, three additional staff members will be employed. Included are One Duplicating Technician, One Secretary-Traffic Clerk and One Program Producer and Developer.

Phase II Financial

A grant request for $65,000 to support the reactivation of

the NER Public Affairs Bureau is currently pending before the Corporation for Public Broadcasting. Favorable action is anticipated prior to the initiation of Phase II.

Personnel

The CPB proposal includes a salary schedule for three persons including:

Bureau Chief
Reporter-Writer
Secretary-Journalist

An allocation for part-time personnel is included in the grant request.

When the CPB grant is approved for the Public Affairs Bureau, adequate financial support will be available for Phase II and the expanded activity required of the duplication center.

Phase III Financial

A proposal for a National Public Radio System is now being developed jointly by the Corporation for Public Broadcasting and the Ford Foundation. No funds are currently available. (See Implementation of Phase III)

Personnel

No projection possible.

Phase IV

Detailed visualization of the expansion phase of the radio production and duplication activity is not possible at this time.

Implementation

This segment of the National Audio Center proposal utilizes a self-supporting, on-going activity in the initial phase and suggests an appropriate growth pattern in subsequent phases.

The Board of Directors of National Educational Radio (a division of the National Association of Educational Broadcasters) has been on record for more than three years in favor of relocating the network duplicating facility to Washington, D. C.

The NAEB offices are in Washington, D. C. The move of the tape network is predicated on the concept of control and, more significantly, development of educational radio network broadcasting.

The service is now being used by more than 150 stations. A growth pattern of affiliates has been clearly established. The tape network (initiated in 1951) is nearing a time when it must adjust to technological change.

This change will occur when it becomes possible to economically distribute educational radio programs to most (but not all) stations by live interconnection. The need for a tape production and duplicating facility will continue as a distribution means for music programs, other high fidelity material and some programs that can sustain time delay without loss of content values.

The establishment of the Public Affairs Bureau in Washington, D. C. is mandated by the identification of the city as the principal news producing locale in the world. Until live interconnection is financially supported, (through free or low cost telephone interconnection charges or by foundation and corporation grants) it is vital that the rapid and efficient production, duplication and distribution via air

mail of taped radio programs is practical when the processing can be done in a metropolitan center with superior air transport. Washington, D. C. meets these criteria.

The opportunity for the Ampex Corporation to participate in this activity of the National Audio Center is equalled by the potentials in educational audio research, production of individualized audio materials, audio systems engineering development as well as demonstration and display.

The possibility of a cooperative effort benefitting all parties deserves support and rapid implementation.

NAEB

EXECUTIVE DIRECTOR
ROBERT A. MOTT

National Educational Radio

A DIVISION OF THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
1346 Connecticut Avenue N.W. Washington D.C. 20036 Telephone 667-6000

January 14, 1969

MEMORANDUM

TO: NER Board of Directors

FROM: Robert A. Mott

SUBJECT: Reaction to the National Public Radio System Model

Earlier you received a document outlining a model for interconnected radio service. Attached is my reaction to it.

Copies are being sent to the Board, those persons who attended the November 8, 1968, meeting at WNYC where the model was discussed plus three CPB officials: Chamberlin, Swezey, and Quayle.

The document is for study and reaction. It does not reflect an official NER or NAEB psoition though it has been reviewed by Harley and Fellows.

RAM:lkl
Encls.

January 10, 1969

Mr. Donald Quayle
General Consultant
Corporation for Public Broadcasting
545 Madison Avenue, 6th Floor
New York, New York

Dear Don:

Here are the details as I have them on your appearance at WRTA. I'm delighted that you are going out to represent CPB and I know there will be a good deal of interest among the western radio people.

Ken Kager, KUOW, University of Washington, Seattle, is making the radio arrangements. He has asked Burt Harrison, KWSC-AM, WSU, Pullman, to chair the session at which you will speak.

The meeting is scheduled on Thursday, February 27 from 1:30 to 3:00 p.m. in the Olympic Hotel. Precise location will follow.

The format proposed includes an introduction of you by Harrison along with the usual amenities of the chairman. We envision your remarks as coming in the form of a progress report -- what CPB is -- how it is structured -- lines of communication between station managers and CPB -- the limitations CPB faces -- and what CPB plans in its role to support radio.

There should be the usual opportunity for questions and answers. I would judge 30-40 minutes for q and a would be desirable. We need to keep in mind that many west coasters did not attend the NAEB Convention.

As the planning develops, we'll keep you posted.

The other matters we discussed by telephone are being developed and will be mailed in a few days.

Sincerely,

Robert A. Mott

RAM:lkl
cc: Ken Kager

January 7, 1969

Mr. Donald R. Quayle
General Consultant
Corporation for Public Broadcasting
545 Madison Avenue, 6th Floor
New York, New York

Dear Don:

I have reviewed the September, 1968 proposal requesting support for the operation of the National Educational Radio Network. As you asked, the proposal has been adjusted downward to the $65,000 level and requests for equipment have been eliminated.

We would propose to make required equipment purchases (and in one instance have already done so) from the network's current operating budget.

While the network operates on a July 1 - June 30 fiscal year, no problems will be created if Corporation funding is based on a calendar year schedule.

The proposal for relocating the network headquarters from Urbana to Washington, D. C. and a revised version of the Public Affairs Bureau proposal will be forwarded soon along with the other materials I have been preparing re interconnected radio networking.

When the NER Network grant is finalized, notification should be made to the President of the NAEB, William Harley.

Sincerely,

Robert A. Mott

RAM:lkl
Enclosure
cc: W. G. Harley

BUDGET FOR SUPPORT OF NER TAPE NETWORK

(January 1 - December 31, 1969)

Personnel		
Program Producer-Developer	$9,600	
Technician	6,800	
Traffic-Clerical	4,800	
		$21,200
Program Acquisition/Development		
Children's Programming	$10,000	
International Programming	10,000	
Domestic Programming	10,000	
		$30,000
Operational		
Raw Stock Audio Tape	$10,000	
Packaging	2,600	
Postage	1,200	
		$13,800
TOTAL		$65,000

Revised January 7, 1969

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."

A collaboration among the Maryland Institute for Technology in the Humanities,
University of Wisconsin-Madison Department of Communication Arts,
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from
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